



# The 18<sup>th</sup> *FAB* Awards: Winners & Finalists

## **CREATIVE AWARDS:**

### Packaging Design

Title	Brand/Product	Entrant	
Burger King Halloween Packaging	Burger King	Turner Duckworth: London & San Francisco	Silver
Burger King Holiday Packaging	Burger King	Turner Duckworth: London & San Francisco	Silver
Fortnum & Mason Chic Novelties	Fortnum & Mason	Design Bridge, London	Silver
BEAR Claws	Bear	B&B Studio, London	Silver
Sharper flavour from the land of contrasts	Skyr	Elmwood, Leeds	Silver
<b>Wagamama Takeaway Packaging</b>	<b>Wagamama</b>	<b>Pearlfisher, London</b>	<i>FAB</i>
<b>Springs' Smokery Range</b>	<b>Springs' Smokery</b>	<b>Distil Studio, Hertfordshire</b>	<i>FAB</i>
"Summer of Love/Hate" Limited Edition	Marmite	Hornall Anderson, USA	Silver
<b>Japanese Sake - KOI</b>	<b>Imayotsukasa</b>	<b>Bullet, Japan</b>	<i>FAB</i>
The Bootiful Game	Carlsberg Export	Taxi Studio, Bristol	Silver
Seedlip	Seedlip range	Pearlfisher, USA	Silver
<b>TAPPED birch tree water</b>	<b>TAPPED</b>	<b>Horse, UK</b>	<i>FAB &amp; FABulous</i>
<b>Squeeze Bottles</b>	<b>Oh! - Saft</b>	<b>Leo Burnett, Germany</b>	<i>FAB &amp; FABulous</i>
<b>Mineral water for kids</b>	<b>Nongfu Spring</b>	<b>Horse, UK</b>	<i>FAB</i>

### Brand Identity

Title	Brand/Product	Entrant	
Coors Light Visual Identity	Coors Light	Turner Duckworth: London & San Francisco	Silver
The Language of Wine	Wine	Leo Burnett, Beirut	Silver

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## Concept Design

Title	Brand/Product	Entrant	
Good Things Come From All-Bran	Kellogg's All-Bran	Leo Burnett, Toronto	Silver
Enjoy	Enjoy	Springetts Brand Design Consultants, London	Silver
Beer'd Up	Beer'd Up	Springetts Brand Design Consultants, London	Silver

## Brand Redesign

Title	Brand/Product	Entrant	
Penny - Orto Mio	Penny - Orto Mio	Williams Murray Hamm, London	Silver
<b>Coors Light Packaging</b>	<b>Coors Light</b>	<b>Turner Duckworth: London &amp; San Francisco</b>	<i>FAB</i>
Keep it Tea	PG tips	Jones Knowles Ritchie, London	Silver
<b>Teaforia Gourmet Ground Tea</b>	Teaforia	This Way Up, London	Silver

## Interiors & Retail Environment

Title	Brand/Product	Entrant	
<b>Filthy Cow Burger Bar</b>	<b>Filthy Cow Restaurant</b>	<b>Mystery Ltd, London</b>	<i>FAB</i>
<b>Restaurant Villa Vela</b>	<b>Evento (Villa Vela)</b>	<b>Isacco Brioschi Architects, Italy</b>	<i>FAB</i>
<b>Dessert Bar</b>	<b>Shugaa</b>	<b>Party/Space/Design, Thailand</b>	<i>FAB</i>
<b>Frank &amp; Brut</b>	<b>Frank &amp; Brut</b>	<b>Pinkeye, Belgium</b>	<i>FAB</i>

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## Press & Print

Title	Brand/Product	Entrant	
McDonald's Breakfast	McDonald's	Leo Burnett, Dubai	Silver
McDonald's Day and Night	McDonald's	Leo Burnett, Dubai	Silver
<b>Bond</b>	<b>KitKat</b>	<b>J.Walter Thompson London</b>	<i>FAB</i>
<b>Sports Illustrated</b>	<b>Snickers</b>	<b>BBDO New York</b>	<i>FAB</i>
<b>Healthy Halloween</b>	<b>ICA</b>	<b>King, Sweden</b>	<i>FAB</i>
Healthy Halloween	ICA	King, Sweden	Silver
<b>It Could Happen to Anyone</b>	<b>Hospitality Action</b>	<b>Mercieca, London</b>	<i>FAB</i>
Chinese Burn	Blue Dragon	J.Walter Thompson London	Silver
Healthy Halloween	ICA	King, Sweden	Silver

## Posters & OOH

Title	Brand/Product	Entrant	
Dual Lane Drive Thru	McDonald's	Leo Burnett London	Silver
<b>Bond</b>	<b>KitKat</b>	<b>J.Walter Thompson London</b>	<i>FAB</i>
<b>Probably the Best Poster in the World</b>	<b>Carlsberg</b>	<b>Fold7, London</b>	<i>FAB</i>
Picnic Blanket	Fruits & Wine	Rosapark, France	Silver
<b>Celebrating the bottle's 100-year Anniversary</b>	<b>Coca-Cola</b>	<b>Turner Duckworth: London &amp; San Francisco</b>	<i>FAB</i>

## Radio

Title	Brand/Product	Entrant	
Give A Dog A Job	Pedigree	AMV BBDO, London	Silver

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## Ambient

Title	Brand/Product	Entrant	
<b>Burger Arena</b>	<b>McDonald's</b>	<b>Leo Burnett Germany/Thjnk AG</b>	<i>FAB</i>
The Healthy Delivery Service	Sodo	TBWA London	Silver
Parking While Hungry	Snickers	BBDO New York	Silver
You Make Mistakes When You're Hungry	Snickers	BBDO New York	Silver
Talkable Vegetables	Hug Mart	Hakuhodo, Japan	Silver
<b>The Perfect Ride</b>	<b>Pepsi Max</b>	<b>AMV BBDO, London</b>	<i>FAB</i>

## TV & Cinema Advertising

Title	Brand/Product	Entrant	
McDonald's New Year Day	McDonald's	DDB Stockholm	Silver
<b>Mog's Christmas Calamity</b>	<b>Sainsbury's</b>	<b>AMV BBDO, London</b>	<i>FAB</i>
<b>We Hear You + Celebration</b>	<b>McDonald's</b>	<b>Leo Burnett Chicago</b>	<i>FAB &amp; FABulous</i>
Little Twists	Sainsbury's	AMV BBDO, London	Silver
Journey to Christmas	McDonald's	Leo Burnett London	Silver
Road Trip	Cesar	AMV BBDO, London	Silver
<b>Extra Gum "Sarah &amp; Juan"</b>	<b>Extra Gum</b>	<b>Energy BBDO, Chicago</b>	<i>FAB</i>
A Natural Silence	Brownes	Meerkats, Australia	Silver
Alive Inside	Guinness	AMV BBDO, London	Silver
The Hero	Heineken	Publicis Italy	Silver

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## Direct Marketing

Title	Brand/Product	Entrant	
LeBon	Lidl	INGO, Sweden	Silver
The Lie Detector	Lidl	INGO, Sweden	Silver
<b>Opening Good Times</b>	<b>Calbee</b>	<b>Leo Burnett Hong Kong</b>	<i>FAB</i>
<b>The Live Tube</b>	<b>Heineken</b>	<b>Publicis Italy</b>	<i>FAB</i>

## Collateral & POS

Title	Brand/Product	Entrant	
Charging Digital Poster	McDonald's	Leo Burnett London	Silver
Burger Report	McDonald's	Leo Burnett Germany / Thjnk AG	Silver
Discovery Spoons	Maille	Mr. President, London	Silver
<b>Mask of Sociability</b>	<b>Smirnoff</b>	<b>Beacon/Leo Burnett Tokyo</b>	<i>FAB</i>

## Guerilla Marketing

Title	Brand/Product	Entrant	
You Make Mistakes When You're Hungry	Snickers	BBDO New York	Silver
<b>Switcheroo</b>	<b>Snickers</b>	<b>BBDO New York</b>	<i>FAB</i>

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## Sales Promotion

Title	Brand/Product	Entrant	
The Healthy Delivery Service	Sodo	TBWA London	Silver
Mask of Sociability	Smirnoff	Beacon/Leo Burnett Tokyo	Silver

## Experiential Campaign

Title	Brand/Product	Entrant	
LeBon	Lidl	INGO, Sweden	Silver
The Healthy Delivery Service	Sodo	TBWA London	Silver
<b>Endangered Eats</b>	<b>Seeds of Change</b>	<b>BBDO San Francisco</b>	<i>FAB</i>
<b>Foodography</b>	<b>Carmel Wines</b>	<b>Baumann Ber Rivnay / Saatchi &amp; Saatchi Israel</b>	<i>FAB</i>

## Best use of Technology

Title	Brand/Product	Entrant	
iKitten	McVitie's	Grey London	Silver
La French Touch	Martell	AKQA, Paris	Silver

## Mobile Marketing

Title	Brand/Product	Entrant	
<b>La French Touch</b>	<b>Martell</b>	<b>AKQA, Paris</b>	<i>FAB</i>

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## Branded Entertainment

Title	Brand/Product	Entrant	
<b>LeBon</b>	<b>Lidl</b>	<b>INGO, Sweden</b>	<i>FAB</i>
Switcheroo	Snickers	BBDO New York	Silver
<b>Rugby: The Right Path</b>	<b>Guinness</b>	<b>AMV BBDO, London</b>	<i>FAB</i>

## Branded Content

Title	Brand/Product	Entrant	
<b>The Snickers Write-off</b>	<b>Snickers</b>	<b>BBDO New York</b>	<i>FAB</i>
<b>The Halloween Spooky Special</b>	<b>Snickers</b>	<b>BBDO New York</b>	<i>FAB</i>
O SMS	Coca-Cola	Pereira & O'Dell, USA	Silver

## User Generated Content

Title	Brand/Product	Entrant	
<b>We Hear You</b>	<b>McDonald's</b>	<b>Leo Burnett Chicago</b>	<i>FAB</i>
Journey to Christmas: Part Two	McDonald's	Leo Burnett London	Silver

## Viral Marketing

Title	Brand/Product	Entrant	
<b>Extra Gum "Sarah &amp; Juan"</b>	<b>Extra Gum</b>	<b>Energy BBDO, Chicago</b>	<i>FAB</i> & <i>FABulous</i>

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## Social Media / Social Business

Title	Brand/Product	Entrant	
The Healthy Delivery Service	Sodo	TBWA London	Silver
Vloggers	Snickers	AMV BBDO, London	Silver

## Online Advertising

Title	Brand/Product	Entrant	
<b>Rich Kids of Instagram</b>	<b>KFC</b>	<b>MRM McCann Romania</b>	<i>FAB &amp; FABulous</i>
The Halloween Spooky Special	Snickers campaign	BBDO New York	Silver
Switcheroo	Snickers	BBDO New York	Silver
<b>Vloggers</b>	<b>Snickers</b>	<b>AMV BBDO, London</b>	<i>FAB</i>
<b>Extra Gum "Sarah &amp; Juan"</b>	<b>Extra Gum</b>	<b>Energy BBDO, Chicago</b>	<i>FAB</i>
Alive Inside	Guinness	AMV BBDO, London	Silver
Party Hard Moms	Hefty Cups	Havas Worldwide Chicago	Silver

## Website

Title	Brand/Product	Entrant	
La French Touch	Martell	AKQA, Paris	Silver

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## Integrated Campaign

Title	Brand/Product	Entrant	
Big Mac Shop	McDonald's	DDB Stockholm	Silver
<b>Little Twists</b>	<b>Sainsbury's</b>	<b>AMV BBDO, London</b>	<i>FAB</i>
Extra Gum "Sarah & Juan"	Extra Gum	Energy BBDO, Chicago	Silver

## Best use of Media

Title	Brand/Product	Entrant	
<b>New Year Day</b>	<b>McDonald's</b>	<b>DDB Stockholm</b>	<i>FAB</i>
The Healthy Delivery Service	Sodo	TBWA London	Silver
You Make Mistakes When You're Hungry	Snickers	BBDO New York	Silver
Switcheroo	Snickers	BBDO New York	Silver
<b>Christmas Break</b>	<b>KitKat</b>	<b>J. Walter Thompson London</b>	<i>FAB</i>
Picnic Blanket	Fruits & Wine	Rosapark, France	Silver
Mask of Sociability	Smirnoff	Beacon/Leo Burnett Tokyo	Silver

## **EFFECTIVENESS AWARDS:**

### Packaging Design

Title	Brand/Product	Entrant	
#MyFamilyCan	SPC Packaged Fruits & Vegetables	Leo Burnett Melbourne	Silver
How do you create a brand from a tea bag?	Joe's Tea Company	Echo Brand Design, London	Silver

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## Brand Redesign

Title	Brand/Product	Entrant	
Seed and Bean	Seed and Bean	Family (and friends), London	Silver
The Finest Tea Collection	Newby	Lewis Moberly, London	Silver

## Interiors & Retail Environment

Title	Brand/Product	Entrant	
<b>Interior Rebrand</b>	<b>The Cornish Bakery</b>	<b>Absolute, Cornwall</b>	<i>FAB</i>

## Posters & OOH

Title	Brand/Product	Entrant	
Probably the Best Poster in the World	Carlsberg	Fold7, London	Silver

## TV & Cinema Advertising

Title	Brand/Product	Entrant	
Mog's Christmas Calamity	Sainsbury's	AMV BBDO, London	Silver
<b>The Giant Crumpet Show</b>	<b>Warburtons</b>	<b>WCRS, London</b>	<i>FAB</i>

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## Sales Promotion

Title	Brand/Product	Entrant	
<b>Soreen Meet the Minions</b>	<b>Soreen</b>	<b>Brass, Leeds</b>	<i>FAB</i>
<b>Cono Sur - Official Wine of Le Tour de France</b>	<b>Cono Sur</b>	<b>Grand Central Creative, London</b>	<i>FAB</i>

## Experiential Campaign

Title	Brand/Product	Entrant	
The Awesome Job You Can't Apply For	Grant's Whisky	SapientNitro, USA	Silver
Fruit Shoot Mini Mudder	Fruit Shoot	Britvic, UK	Silver

## Online Advertising

Title	Brand/Product	Entrant	
Magnum Pink and Black	Magnum	TMW Unlimited, London	Silver

## Branded Content

Title	Brand/Product	Entrant	
Big Start	Nescafé Original	Iris Worldwide, London	Silver

## Branded Entertainment

Title	Brand/Product	Entrant	
<b>Pepsi + EMPIRE Partnership</b>	<b>Pepsi</b>	<b>OMD, USA</b>	<i>FAB</i>

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## Mobile Marketing

Title	Brand/Product	Entrant	
Taste Joy Campaign	Wall's	Out There Media/Mindshare/Arcade/XL Axiata, Indonesia	Silver
Bango App - Serving Street Food to the Masses	Bango	Mindshare, Indonesia	Silver
Crystal Pepsi	Pepsi	OMD, USA	Silver

## Integrated Campaign

Title	Brand/Product	Entrant	
Proud to Open Rugby World Cup 2015	Heineken	St Luke's, London	Silver

Google *FAB* Brand / Marketer of the Year

**Mars, Incorporated**

*FAB* Design Agency of the Year

**Horse, London**

Google *FAB* Agency of the Year

**AMV BBDO, London**

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CONGRATULATIONS TO ALL THE WINNERS & FINALISTS.  
SEE YOU AT THE 19<sup>TH</sup> *FAB* AWARDS CEREMONY NEXT YEAR!

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MARKETING  
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