

THE 19th FAB AWARDS



INTERNATIONAL
FOOD AND BEVERAGE
CREATIVE EXCELLENCE AWARDS

THE FINALISTS LIST 2017

Supported by:



The 19th *FAB* Awards: The Finalists

CREATIVE AWARDS:

Packaging Design

Category	Title	Brand/Product	Entrant
Retailer	Burger King Halloween 2016 + Angriest Whopper	Burger King	Turner Duckworth: London, San Francisco & New York
Retailer	The Domino Effect	Domino's Pizza	jones knowles ritchie
Pet Foods	McAdams Range Extension	McAdams Pet Food	Junction Studio
Confectionery & Snacks	Fortnum & Mason Easter Collection	Fortnum & Mason	Together Design
Confectionery & Snacks	Young & Beautifood Chocolates Range	Young & Beautifood	Supperstudio, Spain
Confectionery & Snacks	Truffles Range	Chocolocuras	Supperstudio, Spain
Confectionery & Snacks	Caragh Chocolates Range	Caragh Chocolates	Distil Studio
Health Foods	Proper Pops	Carton Brothers	Horse
Baking Foods & Ingredients	Lyle's Sticky Summer BBQ Limited Edition	Tate & Lyle	Design Bridge
Savoury Foods	Biggans Böcklingpastej Design	Biggans	Bedow Stockholm
Savoury Foods	Grønne Folk (Green People)	Viken	Strømme Throndsen Design, Norway
Savoury Foods	Higgidy	Higgidy	B&B Studio
Alcoholic Drinks	Budweiser America	Budweiser	jones knowles ritchie
Alcoholic Drinks	The København Collection	Carlsberg UK	Taxi Studio
Alcoholic Drinks	Bacardi's Havana Club Redesign	Bacardi	jones knowles ritchie
Alcoholic Drinks	Grönstedt National	Altia Sweden	NINE, Sweden
Alcoholic Drinks	Gin44	Gin44	Peter Schmidt Group, Germany
Alcoholic Drinks	LDN SW6: London's First Winery	LDN CRU	The Partners
Alcoholic Drinks	Badger Collector's Edition - The Badger	Badger	BrandOpus
Non-Alcoholic Drinks	Dalston's Drinks	The Dalston Cola Co.	B&B Studio
Non-Alcoholic Drinks	IRN-BRU: Made from Girders	AG Barr	jones knowles ritchie
Non-Alcoholic Drinks	Budweiser Prohibition Brew	Budweiser	jones knowles ritchie
Non-Alcoholic Drinks	Elderbrook Drinks	Elderbrook Drinks	& Smith & We All Need Words
Non-Alcoholic Drinks	Year of the Monkey Limited Edition Mineral Water	Nongfu Spring	Horse

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Self-Promotion Design

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	Buddy Mulled Wine 2016	Buddy	Buddy Creative

Concept Design & Packaging

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	Brexit Wine	International	Hornall Anderson

Brand Redesign

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	Carlsberg EXPØRT	Carlsberg UK	Taxi Studio
Non-Alcoholic Drinks	IRN-BRU: Made from Girders	AG Barr	jones knowles ritchie
Non-Alcoholic Drinks	Nurture	Nurture	Springetts Brand Design

Brand Identity

Category	Title	Brand/Product	Entrant
Confectionery & Snacks	Hippeas: Give Peas a Chance	Hippeas	jones knowles ritchie

Logo Design

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	Guinness Harp Identity	Diageo	Design Bridge

Interior Design & Retail Environment

Category	Title	Brand/Product	Entrant
Retailer	Cinnamon Bazaar, Covent Garden	The Cinnamon Club	Design LSM
Retailer	#OMG	Maxim's Group	One Plus Partnership, Hong Kong
Retailer	Other Tea	Other Tea	The Swimming Pool Studio
Retailer	Paras Café	Paras Café	The Swimming Pool Studio
Baking Foods & Ingredients	Campfire Café	APBO	Studio PLP

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Press & Print

Category	Title	Brand/Product	Entrant
Retailer	Food Dancing - Jiggle, Boogie, Mosh	Sainsbury's	Wieden+Kennedy London
Retailer	McCafé Handimals Campaign	McDonald's	Leo Burnett, London
Retailer	Floating Seafood	Fishmania	FP7/BAH, Bahrain
Confectionery & Snacks	Puzzle	KitKat	J. Walter Thompson London
Confectionery & Snacks	A Nightmare on Quality Street	Quality Street	J. Walter Thompson London
Photography	McCafé Handimals Campaign	McDonald's	Leo Burnett, London
Savoury Foods	Authentic Taste – Japanese	Soupdaren	McGarryBowen, Shanghai
Savoury Foods	Authentic Taste – Korean	Soupdaren	McGarryBowen, Shanghai
Savoury Foods	For Your Little Monsters	OXO	J. Walter Thompson London

Posters & OOH

Category	Title	Brand/Product	Entrant
Retailer	Food Dancing - Rumba, Boogie, Shake	Sainsbury's	Wieden+Kennedy London
Retailer	Search	McDonald's	Leo Burnett, London
Retailer	The Rear-view Invitation	McDonald's	DDB Stockholm
Confectionery & Snacks	Braille	Maltesers	AMV BBDO, London
Confectionery & Snacks	You're Forgetful When You Are Hungry	Snickers	AMV BBDO, London
Confectionery & Snacks	Countdown to Kit Off	Walker's	AMV BBDO, London
Confectionery & Snacks	What's in Your Tin?	Quality Street	J. Walter Thompson London
Photography	McCafé Handimals Campaign	McDonald's	Leo Burnett, London
Savoury Foods	Valentine's Day	OXO	J. Walter Thompson London
Alcoholic Drinks	Flash Wall	Bacardi	BBDO New York

Ambient

Category	Title	Brand/Product	Entrant
Confectionery & Snacks	Countdown to Kit Off	Walker's	AMV BBDO, London
Alcoholic Drinks	Flash Wall	Bacardi	BBDO New York

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TV & Cinema Advertising

Category	Title	Brand/Product	Entrant
Retailer	My Lidl Job	Lidl	TBWA London
Retailer	Food Dancing	Sainsbury's	Wieden+Kennedy London
Retailer	The Greatest Gift	Sainsbury's	AMV BBDO, London
Retailer	Tesco's Christmas	Tesco Ireland	Rothco, Ireland
Pet Foods	Curiosity Campaign	Whiskas	AMV BBDO, London
Confectionery & Snacks	SnackArchist	Mattessons	Saatchi & Saatchi
Confectionery & Snacks	The Light Side of Disability	Maltesers	AMV BBDO, London
Dairy Products	Game On, Cooks	Lurpak	Wieden+Kennedy London
Dairy Products	The Parlour	Kelly's of Cornwall	Isobel
Savoury Foods	Food for Men	Stryhn's	M2Film, Denmark
Alcoholic Drinks	Have it All	Heineken Light	Rothco, Ireland
Alcoholic Drinks	Jackie	Heineken	Publicis, Italy
Non-Alcoholic Drinks	McCafé – Madness	McDonald's	Leo Burnett, London

Radio Advertising

Category	Title	Brand/Product	Entrant
Confectionery & Snacks	Valentine's Day Radio	KitKat	J. Walter Thompson London
Non-Alcoholic Drinks	The Dead Hour by Nescafe	Nestlé India	McCann Worldgroup India

Direct Marketing

Category	Title	Brand/Product	Entrant
Retailer	Here's to the Host's	Tesco Ireland	Rothco, Ireland
Special	The Plantable Book	Kashi	VML

Sales Promotion

Category	Title	Brand/Product	Entrant
Retailer	ICA Health Counter	ICA Sweden	King, Sweden
Retailer	Is It Still a Big Mac?	McDonald's	Cossette
Retailer	Delicious Supplement	East Japan Railway Company	Beacon/Leo Burnett Tokyo

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Experiential Campaigns

Category	Title	Brand/Product	Entrant
Retailer	Here's to the Host's	Tesco Ireland	Rothco, Ireland

Best use of Technology

Category	Title	Brand/Product	Entrant
Retailer	ICA Health Counter	ICA Sweden	King, Sweden
Alcoholic Drinks	Incognito Tickets	Bacardí	BBDO New York
Alcoholic Drinks	Artifier	Bombay Sapphire	BBDO New York
Alcoholic Drinks	Thieving the Spotlight	Orchard Thieves Cider	Rothco, Ireland

Branded Content & Entertainment

Category	Title	Brand/Product	Entrant
Retailer	Buy Back the Block	Checkers & Rally's	Fitzgerald & Co
Pet Foods	A Vote for Good	Pedigree	BBDO New York

Branded Utility

Category	Title	Brand/Product	Entrant
Retailer	Hesburger Retail App	Hesburger	Saturn Family Business, Sweden
Confectionery & Snacks	Smugglaroos	Dunkaroos	Cossette
Alcoholic Drinks	Absolut Mixr	The Absolut Company	Saturn Family Business, Sweden

Mobile Marketing

Category	Title	Brand/Product	Entrant
Retailer	ICA Health Counter	ICA Sweden	King, Sweden

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Online Advertising

Category	Title	Brand/Product	Entrant
Pet Foods	A Vote for Good	Pedigree	BBDO New York
Confectionery & Snacks	Password	KitKat	J. Walter Thompson London
Savoury Foods	Look Up	Dolmio	AMV BBDO, London
Alcoholic Drinks	Instant DJ	Bacardi	BBDO New York
Alcoholic Drinks	Artifier	Bombay Sapphire	BBDO New York

Social Media / Business

Category	Title	Brand/Product	Entrant
Retailer	My Lidl Job	Lidl	TBWA London
Alcoholic Drinks	Instant DJ	Bacardi	BBDO New York
Non-Alcoholic Drinks	Stormzy Number 1 Fan	Pepsi Max	AMV BBDO, London

User Generated Content

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	Flash Wall	Bacardi	BBDO New York
Non-Alcoholic Drinks	The Dead Hour by Nescafe	Nestlé India	McCann Worldgroup India

Viral Marketing

Category	Title	Brand/Product	Entrant
Pet Foods	A Vote for Good	Pedigree	BBDO New York
Confectionery & Snacks	Smugglaroos	Dunkaroos	Cossette

Websites

Category	Title	Brand/Product	Entrant
Confectionery & Snacks	Remix with M	M&M's	BBDO New York

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Integrated Campaigns

Category	Title	Brand/Product	Entrant
Retailer	My Lidl Job	Lidl	TBWA London
Retailer	Food Dancing	Sainsbury's	Wieden+Kennedy London
Retailer	We're Awake	McDonald's	Leo Burnett, London
Retailer	Here's to The Host's	Tesco Ireland	Rothco, Ireland
Confectionery & Snacks	Countdown to Kit Off	Walker's	AMV BBDO, London
Baking Foods & Ingredients	Bring Back the Bees	Honey Nut Cheerios	Cossette
Savoury Foods	Love at First Taste	Knorr	MullenLowe London
Alcoholic Drinks	Thieving the Spotlight	Orchard Thieves Cider	Rothco, Ireland

Best use of Media

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	Instant DJ	Bacardí	BBDO New York
Alcoholic Drinks	Thieving the Spotlight	Orchard Thieves Cider	Rothco, Ireland
Non-Alcoholic Drinks	The Dead Hour by Nescafe	Nestlé India	McCann Worldgroup India

EFFECTIVENESS AWARDS:

Packaging Design

Category	Title	Brand/Product	Entrant
Pet Foods	Amazing Cats...Naturally	Purina Cat Chow	Seymourpowell, Switzerland
Savoury Foods	Little Dish Pots and Pies	Little Dish	Pearlfisher

Brand Identity

Category	Title	Brand/Product	Entrant
Confectionery & Snacks	Hippeas: Give Peas a Chance	Hippeas	jones knowles ritche

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Interior Design & Retail Environment

Category	Title	Brand/Product	Entrant
Retailer	Burger Laboratory by Lotteria	Lotteria	JHP Design
Health Foods	Protein Haus - Canary Wharf Kiosk	Protein Haus	The Yard Creative

Best use of Technology

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	Carling Beer Button	Carling	Hi Mum! Said Dad

Branded Content & Entertainment

Category	Title	Brand/Product	Entrant
Non-Alcoholic Drinks	The Ribena Colouring Café	Lucozade Ribena Suntory	Brass

Experiential Campaigns

Category	Title	Brand/Product	Entrant
Retailer	Teleconnect to Nashville	KFC	Blink Digital India
Non-Alcoholic Drinks	Lucozade Zero Product Launch	Lucozade Ribena Suntory	TRO

Guerilla Marketing

Category	Title	Brand/Product	Entrant
Non-Alcoholic Drinks	TeaForTrump - A TE-A-Me Intervention	TE-A-ME teas	Fisheye Creative Solutions, India

Integrated Campaigns

Category	Title	Brand/Product	Entrant
Retailer	Here's to The Host's	Tesco Ireland	Rothco, Ireland
Retailer	Name It Burger	McDonald's	Beacon/Leo Burnett Tokyo
Dairy Products	A2tonishing Milk	a2 Milk Company	Aesop Agency
Alcoholic Drinks	Thieving the Spotlight	Orchard Thieves Cider	Rothco, Ireland

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Mobile Marketing

Category	Title	Brand/Product	Entrant
Retailer	Hesburger Retail App	Hesburger	Satumaa Family Business, Sweden
Savoury Foods	Friso "Spread the Love"	Fiesland Campina	Out There Media & Mindshare Vietnam
Non-Alcoholic Drinks	At Any Moment & Anywhere with Juan Valdez Coffee	Juan Valdez Coffee	Adsmovil, Spain

Online Advertising

Category	Title	Brand/Product	Entrant
Pet Foods	Matchy Matchy	Cesar	AMV BBDO, London

CONGRATULATIONS TO ALL THE FINALISTS!
SEE YOU AT THE 19TH *FAB* AWARDS CEREMONY
THURSDAY, MAY 25TH AT THE HURLINGHAM CLUB IN LONDON.

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