



SIXTH INTERNATIONAL  
**FOOD AND BEVERAGE**  
Creative Excellence Awards

## FINALISTS & WINNERS 2004

*TV 2004*

### *The Retailers*

|                     |                                 |               |                                |                |            |
|---------------------|---------------------------------|---------------|--------------------------------|----------------|------------|
| Old Macdonald       | Chicken Range                   | Burger King   | .Start, Munich                 | Germany        | Finalist   |
| Stable              | Chicken Range                   | Burger King   | .Start, Munich                 | Germany        | Finalist   |
| Dog                 | Breakfast Bags                  | McDonald's    | Leo Burnett, Stockholm         | Sweden         | Finalist   |
| Stuntman            | Extra Value Meal                | McDonald's    | DDB Worldwide, Hong Kong       | Hong Kong      | Finalist   |
| Chiropractor        | Extra Value Meal                | McDonald's    | DDB Worldwide, Hong Kong       | Hong Kong      | Finalist   |
| Ducks               | McDonald's                      | McDonald's    | DDB Reklamugynokseg            |                | Finalist   |
| Plant               | Vegetarian Restaurant           |               | Wirz Werbung, Zurich           | Switzerland    | Finalist   |
| <b>Take a Break</b> | <b>Petrol Station Cafeteria</b> | <b>Teboil</b> | <b>Taivas Mainos, Helsinki</b> | <b>Finland</b> | <b>FAB</b> |

### *Pet Foods*

|       |       |  |              |             |          |
|-------|-------|--|--------------|-------------|----------|
| Carna | Cesar |  | BBDO, Mexico | City Mexico | Finalist |
|-------|-------|--|--------------|-------------|----------|

### *Confectionary & Snacks*

|                        |                       |                         |                                   |                 |            |
|------------------------|-----------------------|-------------------------|-----------------------------------|-----------------|------------|
| The Croc               | Dain Chocolate        | Mills                   | Ogilvy & Mather, Oslo             | Norway          | Finalist   |
| Fire Eater             | Chlor-mint Ice        | Perfetti                | McCann-Erickson                   | India           | Finalist   |
| Chan                   | Orbit White           | Wrigley                 | BBDO, Moscow                      | Russia          | Finalist   |
| The Big Kids           | Kinder Maxi           | Ferrero                 | DDB, Paris                        | France          | Finalist   |
| Salsa                  | Salsa Mix             | Duyvis                  | Lowe                              | Belgium         | Finalist   |
| <b>Home/Park/Beach</b> | <b>Chiclets Stick</b> | <b>Adams (Thailand)</b> | <b>J Walter Thompson, Bangkok</b> | <b>Thailand</b> | <b>FAB</b> |
| <b>Baby</b>            | <b>Starburst</b>      | <b>Mars</b>             | <b>Grey Worldwide, New York</b>   | <b>USA</b>      | <b>FAB</b> |

## Health Foods

**Snackhand**

**Snackajacks**

**Quaker Trading**

**AMV BBDO, London**

**England**

**FAB**

## Dairy Products

**The Old Couple**

**Soft Dairy Product**

**Mills**

**Ogilvy & Mather, Oslo**

**Norway**

**FAB**

Larry Convenience Store/

Larry Park

Incredible Spreadable

Ski yoghurt

Anchor Butter

Dairy Farmers

Arla Foods

Leo Burnett

CHI, London

Australia

England

Finalist

Finalist

## Baking & Sweet Foods

Sweetex Beach

Santa Claus

Fita Fairy

**Mantras Campaign**

Sweetex

Fita Biscuits

**Special K**

Boots Piramal

Panzani

Monde My San

**Kellogg's**

McCann-Erickson

J Walter Thompson, Paris

Lowe, Makati City

**Leo Burnett, Chicago**

India

France

The Philippines

**USA**

Finalist

Finalist

Finalist

**FAB**

## Savoury Foods

Juggling Beets

Living Room/Garden/Kitchen

Climber

The Cashier

Supermarket

**Rolling Can**

**Train**

Branston Sour Pickle

H J Heinz

Kelda soups & sauces

Knorr

Potato Chips

**Chef Boyardee**

**Hellmann's**

Premier Foods

H J Heinz

Arla Foods/Kelda

Unilever Bestfoods

Moskovsky Kartoffel

**Chef Boyardee**

**Unilever Bestfoods**

McCann-Erickson, London

Leo Burnett, London

Leo Burnett, Stockholm

DDB, Paris

McCann-Erickson, Moscow

**Leo Burnett, Chicago**

**Lowe, London**

England

England

Sweden

France

Russia

**USA**

**England**

Finalist

Finalist

Finalist

Finalist

Finalist

**FAB**

**FAB**

## Alcoholic Drinks

Carwash/New Bottles

The Pole

Wave

Dancing Queen

Quarrel

**Laundry Spider/Dog-poo**

**Pick up system/Matterhorn**

Cobra Beer

Spendrups Beer

Borsodi Beer

Bud Light

Guinness

**Feldschlossen Beer**

Cobra Beer

Spendrups Beer

Interbrew

Anheuser Busch

Diageo

**Feldschlossen Beer**

Team Saatchi, London

Paradisat DDB, Stockholm

Young & Rubicam, Budapest

Del Rivero Messianu DDB

Irish International BBDO

**Spillmann/Felser/  
Leo Burnett**

England

Sweden

Hungary

USA

Ireland

**Switzerland**

Finalist

Finalist

Finalist

Finalist

Finalist

**FAB**

# Sponsorship

No Finalists

## Non-Alcoholic Drinks

|                                                                                                       |                                                                                                |                                                                    |                                                                                                                                        |                                                                        |                                                                                  |
|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| Musical Magazine Cows                                                                                 | Coca Cola<br>Coke Light<br>Crusha Milkshake                                                    | Coca Cola<br>Coca Cola China<br>British Sugar                      | McCann-Erickson<br>McCann-Erickson, Guangming<br>Walsh Trott Chick Smith, London                                                       | Spain<br>China<br>England                                              | Finalist<br>Finalist<br>Finalist                                                 |
| Mother in Law Espresso Machine<br>Gladiator<br>Longer Nights<br>Grillbar<br>Trainers<br>Pronunciation | Nescafe Decaffeinated<br>Nescafe Espresso<br>Pepsi Cola<br>Pepsi X<br>Ribena<br>Tango<br>Tango | Nestle<br>Nestle<br>PepsiCo<br>PepsiCo<br>Ribena<br>Tango<br>Tango | McCann-Erickson<br>McCann-Erickson, Frankfurt<br>AMV BBDO, London<br>CLM BBDO, Paris<br>Grey, Copenhagen<br>CHI, London<br>CHI, London | Spain<br>Germany<br>England<br>France<br>Denmark<br>England<br>England | Finalist<br>Finalist<br>Finalist<br>Finalist<br>Finalist<br>Finalist<br>Finalist |
| <b>For Everyone</b><br><b>Water/Drill Sergeant/Cockerel</b><br><b>Barrel/Barrel Miss</b>              | <b>Coca Cola</b><br><b>Typhoo</b><br><b>Tango</b>                                              | <b>Coca Cola</b><br><b>Premier Foods</b><br><b>Tango</b>           | <b>McCann-Erickson</b><br><b>CHI, London</b><br><b>CHI, London</b>                                                                     | <b>Argentina</b><br><b>England</b><br><b>England</b>                   | <b>FAB</b><br><b>FAB</b><br><b>FAB &amp; FABulous</b>                            |

## PRESS 2004

## Non-Alcoholic Drinks

|                                                                                                            |                                                                                                            |                                                                                                                              |                                                                                                                                 |                                                                                 |                                                                                    |
|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| The Shrimp<br>Noah<br>Mount Rushmore<br>Evolution<br>Band Aid<br>Cowboy/Fox/Terero<br><b>Fire Detector</b> | Kona Kai Restaurant<br>Whopper<br>Whopper<br>Whopper<br>Whopper<br>Burger King<br><b>Hot Chili Whopper</b> | Athens Ledra Marriott hotel<br>Burger King<br>Burger King<br>Burger King<br>Burger King<br>Burger King<br><b>Burger King</b> | Lowe, Athens<br>.Start, Munich<br>.Start, Munich<br>.Start, Munich<br>.Start, Munich<br>.Start, Munich<br><b>.Start, Munich</b> | Greece<br>Germany<br>Germany<br>Germany<br>Germany<br>Germany<br><b>Germany</b> | Finalist<br>Finalist<br>Finalist<br>Finalist<br>Finalist<br>Finalist<br><b>FAB</b> |
|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------|

## Pet Foods

|                                                                       |                              |                                    |                                                  |                           |                        |
|-----------------------------------------------------------------------|------------------------------|------------------------------------|--------------------------------------------------|---------------------------|------------------------|
| Hotrod/NY Times/Down<br>Under/Police Dog<br><b>Pee on... Campaign</b> | Butchers<br><b>Happy Dog</b> | Butchers<br><b>Interquell GmbH</b> | CHI, London<br><b>McCann-Erickson, Frankfurt</b> | England<br><b>Germany</b> | Finalist<br><b>FAB</b> |
|-----------------------------------------------------------------------|------------------------------|------------------------------------|--------------------------------------------------|---------------------------|------------------------|

## Confectionary & Snacks

No Finalists

## Health Foods

Jail

Slim-Fast Diet Drink

Slim-Fast  
Deutschland GmbH

McCann-Erickson  
Communications House, Berlin

Germany

Finalist

## Dairy Products

(3 executions)

**Traces**

Mat Yoghurt

**Campina Yoghurt**

Arla Foods  
**Campina GmbH**

Automat, Stockholm  
**KNSK, Hamburg**

Sweden  
**Germany**

Finalist  
**FAB**

## Calendar / Photography

**Kingfisher Calendar**

**Kingfisher Beer**

**Kingfisher Beer**

**Atul Kasbekar / Matrix,  
Mumbai**

**India**

**FAB**

**Mission to Espresso**

**Coffee**

**Luigi Lavazza**

**Armando Testa**

**Italy**

**FAB**

## Photography

**Storm, Wave, Waterfall**

**Guinness**

**Diageo**

**CLM BBDO, Paris**

**France**

**FAB**

## Baking & Sweet Foods

No Finalists

## Savoury Foods

Labels

Tabasco

Campbell's  
EFKO

DDB, Dallas  
Demner, Merlicek & Bergman

USA

Finalist

Keep in Shape

Vital Salad

H J Heinz

Leo Burnett, London

Germany

Finalist

Chili

Hot Ketchup

H J Heinz

Leo Burnett, London

Belgium

Finalist

Dinner Table

Tomato Ketchup

H J Heinz

Leo Burnett, London

England

Finalist

Message in a Bottle

Tomato Ketchup

H J Heinz

Leo Burnett, London

England

Finalist

As fresh as it gets

Scottish Lamb

Quality Meat Scotland

The Union, Edinburgh

Scotland

Finalist

**Bomba**

**Tabasco**

**Campbell's**

**BBDO, Mexico City**

**Mexico**

**FAB**

## Alcoholic Drinks

Golf

Johnnie Walker

Johnnie Walker

Leo Burnett, bogota

Colombia

Finalist

Thriller

Smirnoff Black Ice

Diageo

JWT & H&F, Zurich

Switzerland

Finalist

|                       |                            |                             |                                    |                 |            |
|-----------------------|----------------------------|-----------------------------|------------------------------------|-----------------|------------|
| Blind Date            | Maes Pils                  | Maes Pils/<br>Gret Vanoppen | LDV, Antwerp                       | The Netherlands | Finalist   |
| Chris Moon            | The Dalmore                | Whyte & Mackay              | The Union, Edinburgh               | Scotland        | Finalist   |
| Storm,Wave, Waterfall | Guinness                   | Diageo                      | CLM BBDO, Paris                    | France          | Finalist   |
| <b>Clam</b>           | <b>Vina Esmerelda wine</b> | <b>Miguel Torres</b>        | <b>Grey &amp; Trace, Barcelona</b> | <b>Spain</b>    | <b>FAB</b> |

## Sponsorship

No Finalists

## Non-Alcoholic Drinks

|                                     |                   |                        |                                   |                |            |
|-------------------------------------|-------------------|------------------------|-----------------------------------|----------------|------------|
| Locker Room                         | Pepsi Cola        | Pepsi Cola GmbH        | BBDO Campaign, Dusseldorf         | Germany        | Finalist   |
| Suitcase                            | Diet Coke         | Coca Cola              | Orchard Advertising,<br>Bangalore | India          | Finalist   |
| Refreshing Bath/<br>Refreshing Wind | Coca Cola         | Coca Cola              | McCann-Erickson, Mumbai           | India          | Finalist   |
| <b>Mirror</b>                       | <b>Pepsi Cola</b> | <b>Pepsi Cola GmbH</b> | <b>BBDO Campaign, Dusseldorf</b>  | <b>Germany</b> | <b>FAB</b> |

## Special

|                                                  |                                    |                                    |                       |              |            |
|--------------------------------------------------|------------------------------------|------------------------------------|-----------------------|--------------|------------|
| <b>Parmisan Cheese/Wine/<br/>Pasta/Parma Ham</b> | <b>The Italian Food Collection</b> | <b>The Italian Food Collection</b> | <b>Cayenne, Milan</b> | <b>Italy</b> | <b>FAB</b> |
|--------------------------------------------------|------------------------------------|------------------------------------|-----------------------|--------------|------------|

# POSTER 2004

## The Retailers

|                                  |                         |                         |                                          |                |            |
|----------------------------------|-------------------------|-------------------------|------------------------------------------|----------------|------------|
| (2 executions)                   | Dolder Grand Hotel      | Dolder Grand Hotel      | Spillmann/Felser/<br>Leo Burnett, Zurich | Switzerland    | Finalist   |
| Beer Beach                       | No Escape Pub           | No Escape Pub           | Visual Eyes, New Delhi                   | India          | Finalist   |
| Oil Painting                     | Vegetarian Restaurant   | Vegetarian Restaurant   | Wirz Werbung, Zurich                     | Switzerland    | Finalist   |
| Asparagus, Cauliflower,<br>Salad | Vegetarian Restaurant   | Vegetarian Restaurant   | Wirz Werbung, Zurich                     | Switzerland    | Finalist   |
| <b>Happy Easter</b>              | <b>Easter Promotion</b> | <b>Burger King GmbH</b> | <b>.Start, munich</b>                    | <b>Germany</b> | <b>FAB</b> |

## Pet Foods

|                           |                  |                        |                                   |                |            |
|---------------------------|------------------|------------------------|-----------------------------------|----------------|------------|
| <b>Pee on... Campaign</b> | <b>Happy Dog</b> | <b>Interquell GmbH</b> | <b>McCann-Erickson, Frankfurt</b> | <b>Germany</b> | <b>FAB</b> |
|---------------------------|------------------|------------------------|-----------------------------------|----------------|------------|

## Confectionary & Snacks

Monkey, Puma, Horse

Candida Whitening  
chewing gum

Migros-Genossenschafts-  
-Bund

Exxtra, Zurich

Switzerland

Finalist

**The Elephant Presents...**  
**Orange, Grapefruit**

**Cote D'Or Chocolate**

**Kraft Foods**

**Euro-RSCG Partners,**  
**Brussels**

**Belgium**

**FAB**

## Health Foods

**Sweetex Banner**

**Sweetex**

**Boots Piramal**

**McCann-Erickson, Mumbai**

**India**

**FAB**

## Dairy Products

Traces

Campina Yoghurt

Campina GmbH

KNSK Hamburg

Germany

Finalist

How much fat do you burn...?

Latt & Lagom

Arla Foods

ANR BBDO, Gotenburg

Finalist

This way...

Yoggi Yoghurt

Arla Foods

Lowe Brindfors

Finalist

**Lucky Cow**

**Wiehenstephan Milk**

**Dairy Wiehenstephan GmbH**

**Kolle Rebbe, Hamburg**

**Germany**

**FAB**

## Photography

No Finalists

## Baking & Sweet Foods

No Finalists

## Savoury Foods

Chili

Maggi Salsa

Maggi GmbH

Publicis, Frankfurt

Germany

Finalist

Marie Celeste, Supertanker,  
Caribbean Cruise

Oxo Gravy

Campbell's

AMV BBDO, London

England

Finalist

**Wind up**

**Heinz Soup Cups**

**H J Heinz**

**Leo Burnett, London**

**England**

**FAB**

**New glass packaging**

**As Do Mar tuna**

**As Do Mar tuna**

**Lowe Pirella, Milan**

**Italy**

**FAB & FABulous  
Press & Poster**

## Alcoholic Drinks

Thriller

Smirnoff Black Ice

Diageo

JWT & H&F, Zurich

Switzerland

Finalist

Crayfish

Falcon Beer

Carlsberg Sverige

Trigger, Copenhagen

Denmark

Finalist

|                                   |                            |                   |                            |                  |            |
|-----------------------------------|----------------------------|-------------------|----------------------------|------------------|------------|
| Cheese & Onion,<br>Rainfall, Taps | Bellhaven Best Bitter beer | Bellhaven Brewery | Arc, London                | England          | Finalist   |
| Chicks, 3 beers, Looks            | Cobra Beer                 | Cobra Beer        | Cobra Beer                 | England          | Finalist   |
| Some people have just got it      | Vladivar vodka             | Whyte & Mackay    | The Union, Edinburgh       | Scotland         | Finalist   |
| <b>Sky, Lizzy, Sean</b>           | <b>Heineken</b>            | <b>Heineken</b>   | <b>Leo Burnett, Sydney</b> | <b>Australia</b> | <b>FAB</b> |

## *Sponsorship*

No Finalists

## *Non-Alcoholic Drinks*

|                                   |                       |                             |                                |              |            |
|-----------------------------------|-----------------------|-----------------------------|--------------------------------|--------------|------------|
| Lemon                             | Coca Cola Light Lemon | Coca Cola                   | Publicis, Frankfurt            | Germany      | Finalist   |
| Suit                              | Ribena                | GSK                         | Grey, Copenhagen               | Denmmark     | Finalist   |
| Office, bus, Park                 | Necafe Black Ice      | Beverage Partners Worldwide | McCann-Erickson., Budapest     | Hungary      | Finalist   |
| Fruit Fling                       | Tango                 | Tango                       | CHI, London                    | England      | Finalist   |
| <b>Man in Shadow, Barber Shop</b> | <b>Coca Cola</b>      | <b>Coca Cola India</b>      | <b>McCann-Erickson, Mumbai</b> | <b>India</b> | <b>FAB</b> |

# *RADIO 2004*

## *The Retailers*

No Finalists

## *Pet Foods*

|                          |               |                            |                 |                |            |
|--------------------------|---------------|----------------------------|-----------------|----------------|------------|
| <b>Vet, S-E-X, Colic</b> | <b>Frolic</b> | <b>Masterfoods Petcare</b> | <b>AMV BBDO</b> | <b>England</b> | <b>FAB</b> |
|--------------------------|---------------|----------------------------|-----------------|----------------|------------|

## *Confectionary & Snacks*

No Finalists

## *Health Foods*

No Finalists

## Dairy Products

No Finalists

## Photography

n/a

## Baking & Sweet Foods

No Finalists

## Savoury Foods

Chicken, Beef

Oxo Gravy

Campbell's

AMV BBDO, London

England

Finalist

Familiar, Beach, Tin

Scottish Pork

Quality Meat Scotland

The Union, Edinburgh

Scotland

Finalist

## Banner Advertising

n/a

## Alcoholic Drinks

No Finalists

## Sponsorship

No Finalists

## Non-Alcoholic Drinks

No Finalists

# PACKAGING 2004

## The Retailers

**Panini Range**

**Panini**

**Lewis Moberly, London**

**England**

**FAB**

## Pet Foods

No Finalists

## Confectionary & Snacks

Chimes Ginger Chews

Roxy Trading

Primo Angelli:Fitch,  
San Francisco

USA

Finalist

**Poppets**

**Fox's Confectionery**

**Turner Duckworth, London**

**England**

**FAB**

## Health Foods

No Finalists

## Dairy Products

Berio Olive Spread

Filippo Berio

Webb Scarlett, London

England

Finalist

West Country Cheeses

Farmhouse Cheesemakers

Pearlfisher, London

England

Finalist

## Photography

No Finalists

## Baking & Sweet Foods

**Charles Stanley Honey Pots**

**Charles Stanley**

**The Partners, London**

**England**

**FAB**

**Jaffa Cakes Range**

**McVitie's**

**Williams Murray Hamm,  
London**

**England**

**FAB/FABulous**

## Baking & Sweet Foods

Heal's Balsamic Vinegar

Heals

Williams Murray Hamm,  
London

England

Finalist

Tamarind Sauces Range

Tamarind

Lewis Moberly, London

England

Finalist

## Alcoholic Drinks

High Grade Wine

Truce

**Fernando de Castilla Sherries Range**

Tennent's Beer Bottles Range

**Waitrose Premium Whiskies Range**

Refreshment Brands

**Fernando de Castilla**

Tennents

**Waitrose**

Graphics & Designing, Tokyo

Turner Duckworth, London

**Design Bridge, London**

Design Bridge, London

**Pearlfisher, London**

Japan

England

**England**

England

**England**

Finalist

Finalist

**FAB/FABulous**

Finalist

**FAB**

## Non-Alcoholic Drinks

Lilt

Dragonfly Tea Range

Terra Vida Coffee Range

Coca Cola Great Britain

Wistbray Tea

Terra Vida

Turner Duckworth, London

Pentagram, London

Hornall Anderson

Design Works, Seattle

England

England

USA

Finalist

Finalist

Finalist

## NEW MEDIA 2004

### The Retailers

www.mcdonalds.com.au

McDonalds

McDonalds

Tribal DDB, Sydney

Australia

Finalist

### Pet Foods

No Finalists

### Confectionary & Snacks

www.toffifee.com

**August Storck**

**Elephant Seven Nord,  
Hamburg**

**Germany**

**FAB**

### Health Foods

No Finalists

### Dairy Products

www.nesquik.co.uk

Nesquik

Nestle

Zentropy Partners, London

England

Finalist

www.zentropypartners.co.uk/

Nesquik/Disney\_Integration

Nesquik

Nestle

Zentropy Partners, London

England

Finalist

www.nesquik.co.uk

Nesquik

Nestle

Zentropy Partners, London

England

Finalist

www.magnum7sins.co.uk    **Magnum**

## *Baking & Sweet Foods*

Blabber  
www.kelloggs.co.uk  
www.kellogg.pt/barras  
www.homeprideflour.co.uk  
**Coco's Quest**

**Coco Pops**

**Unilever Walls**

Kellogg's  
Kellogg's  
Kellogg's  
Homepride Flour  
**Kellogg's**

**Zentropy Partners, London    England**

Arc, London    England  
Magnetic North, Manchester    England  
View    Portugal  
Pancentric    England  
**Arc, London    England**

**FAB**

Finalist  
Finalist  
Finalist  
Finalist  
**FAB**

## *Savoury Foods*

No Finalists

## *Alcoholic Drinks*

www.absolut.com/  
threetracksdirect    Absolut  
www.glenfiddich.com    Glenfiddich  
www.millerbeer.com    Miller Beer  
**www.absolut.co/  
generationsdirect    Absolut**

Absolut  
  
Miller Brewing  
**Absolut**

Springtime & Farfar,  
Stockholm    Sweden  
Dow Carter, London    England  
Agency.com, New York    USA  
**Springtime & Pixshift,  
Stockholm    Sweden**

Finalist  
  
Finalist  
Finalist  
**FAB/FABulous**

## *Sponsorship*

No Finalists

## *Non-Alcoholic Drinks*

Fanta shokata launch site    Fanta  
**www.planetjuice.co.uk    Coca Cola**

Fanta  
**Coca Cola**

Ogilvy, Copenhagen    Denmark  
**Magnetic North, Manchester    England**

Finalist  
**FAB**

## *Special Nomination*

**Nestle Extranet**

**Nestle**

**Design UK, London    England**

**FAB**

# BELOW THE LINE 2004

## The Retailers

No Finalists

## Pet Foods

No Finalists

## Confectionary & Snacks

No Finalists

## Health Foods

No Finalists

## Dairy Products

No Finalists

## Photography

No Finalists

## Baking & Sweet Foods

**Sponge**

**Warburton's Bread**

**Warburton's**

**Arc, London**

**England**

**FAB**

## Savoury Foods

**Maggi**

**Buitoni**

**Maggi Buitoni**

**DEC BBDO, Barcelona**

**Spain**

**FAB**

## Banner Advertising

No Finalists

## *Alcoholic Drinks*

Heat Pack  
**Magic**

Pripps Bla Beer  
**Guinness**

Pripps Bla  
**Guinness**

Trigger, Gopteborg  
**Tullo Marshall Warren,  
London**

Sweden  
**England**

Finalist  
**FAB**

## *Sponsorship*

No Finalists

## *Non-Alcoholic Drinks*

No Finalists

*INTEGRATED 2004*

No Nominations

*AGENCY  
OF THE YEAR  
2004*

**Chi Advertising, London**