



NINTH
INTERNATIONAL
FOOD AND BEVERAGE
Creative Excellence Awards

NOMINATIONS & WINNERS 2007

PRESS

Entrant	Brand/Product	Title	Advertiser	Category
The Retailers				
Mudra Communications, Bangalore	Tai Tai Restaurants	Fish	Tai Tai Restaurants	A01/3045
McCann Erickson, Mumbai	Cocco's Café	Lennon, Luther, Gandhi	Cocco's Café	A01/3052
Confectionery & Snacks				
CLM BBDO, Paris	Freedent White	Asshole,	Wrigley's Dickhead, Moron	A03/2382
AMV BBDO, London	Snickers	Lighthouse	Masterfoods	A03/2576
McCann Erickson, Mumbai	Happydent Teeth Whitening Gum	Dentist	Perfetti Van Melle	A03/3053
Shalmor Avnon Amichay, Y&R, Israel	Elite Frito Lay	Hot	Frito Lay	A03/3071
Photography				
FAB: AMV BBDO, London	Snickers	Hotel Room	Masterfoods	A06/2575
Baking & Sweet Foods				
FAB & FABULOUS: Impact BBDO, Saudi Arabia	Goody Honey	Vitamins	Goody	A07/3012

PRESS (cont'd)

Entrant	Brand/Product	Title	Advertiser	Category
Savoury Foods				
Impact BBDO, Saudi Arabia	Goody Hot Sauce	Smoke Detector	Goody	A08/3008
McCann Erickson, Bucharest	Maggi	Jane	Nestle, Romania	A08/3084
Leo Burnett, London	Heinz Spaghetti	Hay Bales	Heinz	A08/3086
Alcoholic Drinks				
FAB: AMV BBDO, London	Guinness	Einstein, Moon, Playstation2	Diageo	A10/2557
Non-Alcoholic Drinks				
FCB Kobza, Vienna	Naber Coffee	Decaffeinated Coffee Beans	Naber	A12/3068
Kolle Rebbe, Hamburg	Beanie Bee Coffee Deluxe	Coffee to Go	Beanie Bee	A12/3102
POSTER				
Entrant	Brand/Product	Title	Advertiser	Category
The Retailers				
FAB: Leo Burnett, Chicago	McDonald's	Sundial	McDonald's	A01/2347
FAB & FABULOUS: CLM BBDO, Paris	Vitry Museum of Contemporary Art Restaurant	Leftovers	Vitry Museum of Contemporary Art	A01/2384
Exxtra Kommunikation, Zurich	Anna's Best Hot Snacks	More Time for Soaps, More Time for Music, More Time for Sports	Migros Genossenschaftsgesellschaft	A01/4003
Mudra Communications, Bangalore	Tai Tai Restaurants	Fish	Tai Tai Restaurants	A01/4031
Pet Foods				
Leo Burnett, Lisbon	Friskies	Bird Seed	Nestle	A02/2378
Confectionery & Snacks				
CLM BBDO, Paris	Freedent White	Asshole, Dickhead, Moron	Wrigley's	A03/2381
CLM BBDO, Paris	Airwaves	Vomit	Wrigley's	A03/2383
McCann Erickson, Mumbai	Pure Sin Liquor	Ants	Pure Sin	A03/4034
Chocolates				

POSTER (cont'd)

Entrant	Brand/Product	Title	Advertiser	Category
Baking & Sweet Foods				
BBD0. New York	Au Bon Pain	Noses Campaign	Au Bon Pain	A07/4056
Savoury Foods				
10 Advertising, Antwerp	La Soupe	Fresh Fish Soup	La Soupe	A08/4007
DDB, London	Marmite	Marmart: Busker, Hairy Chest, Sandals	Unilever	A08/4021
Alcoholic Drinks				
Energy BBD0, Chicago	Jim Beam	Send it Back	Jim Beam	A10/2546
AMV BBD0, London	Guinness	Nelson, Angel, Royal Oak, Queen's Head	Diageo	A10/2569
Non-Alcoholic Drinks				
FCB Kobza, Vienna	Naber Coffee	Coffee to Go	Naber	A12/4043

PACKAGING & DESIGN

Entrant	Brand/Product	Title	Advertiser	Category
The Retailers				
Lewis Moberly, London	Selfridges	Selfridges Brand	Selfridges & Co	A01/5050
Wunderman, Chicago	Burger King	NFL Packaging	Burger King	A01/5099
Confectionery & Snacks				
FAB: Vibrandt, UK	Poppets	Poppets	Paynes	A03/5007
McCann Erickson, Mumbai	Happydent Teeth Whitening Gum	Lightbulb	Perfetti Van Melle	A03/5072
Williams Murray Hamm, London	Divine Fairtrade Chocolate	Divine Fairtrade Chocolate	Divine Chocolate	A03/5084
FAB: Design Bridge, London	Cadbury's Bournville dark chocolate	Bournville	Cadbury's Trebor Bassett	A03/5111
Health Foods				
FAB: Pearlfisher, London	Dr Stuart's	Extraordinarily Good Teas	Dr Stuart's	A04/5060
Dairy Products				
FAB: Pemberton & Whitefoord Design, London	Loseley	Loseley Dairy Ice Cream	Loseley	A05/5037

PACKAGING & DESIGN (cont'd)

Entrant	Brand/Product	Title	Advertiser	Category
Baking & Sweet Foods				
Red Design Consultants, Athens	Apitherapy	Apitherapy Honey	Apivita	A07/5081
Savoury Foods				
FAB & FABULOUS: The Partners, London	Casa Loreto	Casa Loreto Olive Oil	Casa Loreto	A08/5027
FAB: Zigguratbrands, London	Higgidy Pies	Higgidy Pies	Higgidy	A08/5073
Design Bridge, London	Merula Olive Oil	Merula Olive Oil	Marques de Valdueza	A08/5110
Studio International, Zagreb	SMS Olive Oil	SMS Olive Oil	SMS Food Production	A08/5130
Alcoholic Drinks				
Bloom, London	Quinn's	Quinn's	Diageo	A10/5090
FAB: Sandstrom Design, Portland, USA	The Cost Vineyard	The Cost Vineyard	The Cost Vineyard	A10/5108
Non-Alcoholic Drinks				
Williams Murray Hamm, London	Jacksons of Piccadilly	Premium Grade Loose Teas	Jacksons of Piccadilly	A12/5085
FAB: Subgroup Design, Australia	Another Bloody Water	Another Bloody Water	Another Bloody Water	A12/5088
Brandhouse, London	Moment du Chocolat	Moment du Chocolat	Masterfoods	A12/5092

BRAND IDENTITY

Entrant	Brand/Product	Title	Advertiser	Category
The Retailers				
Landor Associates, London A01/5503	Traidcraft	Traidcraft	Traidcraft	

LOGO DESIGN

Entrant	Brand/Product	Title	Advertiser	Category
The Retailers				
Williams Murray Hamm, London	1707 Wine Bar	1707 Wine Bar Logo	Fortnum & Mason	A01/5902

RETAIL ENVIRONMENT

Entrant	Brand/Product	Title	Advertiser	Category
The Retailers				
FAB: CADA Design Group, London	Pret a Manger	Pret Pod	Pret a Manger	A01/5700

TELEVISION & CINEMA

Entrant	Brand/Product	Title	Advertiser	Category
The Retailers				
King, Stockholm	ICA Grocery Stores	Floating Prices, Price Artist Pasquale, Pasquale vs Sebastian	ICA	A01/2295
Lowe Brindfors, Stockholm	Coop	Healthy Kids: The Pizza, The Hot Dogs	Coop	A01/2622
Confectionery & Snacks				
FAB: Leo Burnett, Chicago	Altoid Sours	Fruit Pants	Wrigley's	A03/2355
Leo Burnett, Chicago	Altoid Sours	Fruit Pants, Half & Half, Slap	Wrigley's	A03/2356
AMV BBDO, London	Snickers	Car Wash	Masterfoods	A03/2577
FAB: McCann Erickson, Mumbai	Happydent Teeth Whitening Gum	Happydent Palace	Perfetti Van Melle	A03/2744
Baking & Sweet Foods				
DDB, London	Nimble	Builder	RHM	A07/2757
Savoury Foods				
Beattie McGuinness Bungay, London	McCain Oven Chips	Sunflower Park	McCain	A08/2297
Alcoholic Drinks				
AMV BBDO, London	Guinness	Hands	Diageo	A10/2563
AMV BBDO, London	Guinness	Fish, Pub, Mudskipper	Diageo	A10/2565
Leo Burnett, Sydney	Tiger Beer	1939, 1954, 1979, 2004	Tiger Beer	A10/2595
Non-Alcoholic Drinks				
FAB & FABULOUS: Wieden & Kennedy, Amsterdam	Coca-Cola	Happiness Factory	Coca-Cola	A12/2286
FAB: The Leith Agency, Edinburgh	Irn-Bru	The Snowman	A.G. Barr	A12/2318
Armando Testa, Milan	Birra Moretti	The Couch	Heineken Italia	A12/2702

DIRECT

Entrant	Brand/Product	Title	Advertiser	Category
Health Foods				
Chemistry Communications, London	Slim Fast	Slim Fast Diary	Unilever	A04/6015
Leo Burnett, India	Zero Calorie Sweetener	Elastic Tape	Alembic Ltd	A04/6019
Alcoholic Drinks				
Beechwood, London	Glenlivet	The Glenlivet	Pernod Ricard, UK	A10/6004
FAB: Chemistry Communications, London	Baileys Original Irish Cream	The Lounge Welcome Pack	Diageo	A10/6014

INTEGRATED

Entrant	Brand/Product	Title	Advertiser	Category
Confectionery & Snacks				
FAB & FABULOUS: AMV BBDO, London	Mars	Believe	Masterfoods	A03/2610
Savoury Foods				
DDB, London	Marmite	Marmart	Marmite	A08/4509
FAB: Buzzman, France	Quick Hot Dog	Hot Dog	Quick, France	A08/4511
Alcoholic Drinks				
AMV BBDO, London	Guinness	Hands	Diageo	A10/2603

COLLATERAL & POINT OF SALE

Entrant	Brand/Product	Title	Advertiser	Category
The Retailers				
FAB: Leo Burnett, Shanghai	McDonald's: Mega Mac	Heavy Tray	McDonald's, China	A01/6715
Non-Alcoholic Drinks				
FAB: Kolle Rebbe, Hamburg	Beanie Bee Coffee Deluxe	Coffee to Go	Beanie Bee	A12/6713

GUERILLA MARKETING

Entrant	Brand/Product	Title	Advertiser	Category
The Retailers				
FAB & FABULOUS: Ogilvy, Sweden	Ostermalmshallen Food Market	Strommen Event	Ostermalmshallen	A01/9400
Confectionery & Snacks				
BBD0, Duesseldorf	Wrigley's Extra Professional White	Extra White Smile	Wrigley's	A03/9404
Savoury Foods				
FCB Kobza, Vienna	Running Sushi	Running Sushi	Sushi King	A08/9408
WEBSITES				
Entrant	Brand/Product	Title	Advertiser	Category
Confectionery & Snacks				
FAB: AKQA, London	Peperarmi	Peperami Fanimal	Unilever	A03/7001
Threshold Marketing, California	Nestle Butterfingers	FollowTheFinger	Nestle	A03/7003
Dairy Products				
FAB & FABULOUS: Goodby, Silverstein & Partners, San Francisco	Milk	Get the Glass	California Fluid Milk Processors Advisory Board	A05/7036
Baking & Sweet Foods				
Arc Worldwide, Toronto	Kellogg's Nutri-Grain Munch'ems	Munch'ems Magic	Kellogg's, Canada	A07/7005
Savoury Foods				
Goodby, Silverstein & Partners, San Francisco	Foster Farms	Foster Imposters	Foster Farms	A08/7038
Alcoholic Drinks				
FAB: Great Works, Stockholm	Absolut Vodka	Absolut.com	V&S Absolut Spirits	A10/7016
Great Works, Stockholm	Absolut Vodka	Absolut Ruby Red	V&S Absolut Spirits	A10/7018
Non-Alcoholic Drinks				
AKQA, London	PG Tips	PG Tips Focus Pocus	Unilever	A12/7002
AKQA, London	Coca-Cola	Coke.com Music	Coca-Cola, Europe	A12/7025
Tribal DDB, Dallas	Pepsi	This is the Beginning	Pepsi Co, North America	A12/7031
Testa Webedv, Turin	Carmencita	Carmencita	Luigi Lavazza	A12/7049

ONLINE ADVERTISING

Entrant	Brand/Product	Title	Advertiser	Category
Savoury Foods				
Tribal DDB, London	Marmite	Marmart	Unilever	A08/7505
Non-Alcoholic Drinks				
FAB: Argonauten G2, Berlin	Coca-Cola	iTunes Together for Music!	Coca-Cola, Germany	A12/7501

VIRAL

Entrant	Brand/Product	Title	Advertiser	Category
Savoury Foods				
FAB: DDB, London	Marmite	Mother	Unilever	A08/8001
Non-Alcoholic Drinks				
Tullo Marshall Warren, London	Guinness	Tins for Tat (Guinness Christmas)	Diageo	A10/8011

ADVERGAMES

Entrant	Brand/Product	Title	Advertiser	Category
Health Foods				
FAB: Swamp at Brahm, Leeds	Quorn	Quorn IQ 2007	Marlow Foods	A04/9101

ADVERTAINMENT

Entrant	Brand/Product	Title	Advertiser	Category
Confectionery & Snacks				
FAB: BBDO, New York	Snickers	Instant Def	Snickers	A03/9201

BLOGS

Entrant	Brand/Product	Title	Advertiser	Category
Alcoholic Drinks				
Goodby, Silverstein & Partners, San Francisco	Rolling Rock beer	Ron's Blog	Rolling Rock	A10/9300

AGENCY OF THE YEAR: AMV BBDO, London