



ELEVENTH
INTERNATIONAL
FOOD AND BEVERAGE
Creative Excellence Awards

NOMINATIONS & WINNERS 2009

RETAIL ENVIRONMENT

No nominations.

PACKAGING DESIGN

Entrant	Client	Category
Williams Murray Hamm London	Ryvita Range	Health Foods
Pearlfisher London	Jordans Muesli Range	Baking/Sweet Foods
Taxi Studio Bristol	Tesco Cookies & Doughnuts	Baking/Sweet Foods
FAB AWARD Kolle Rebbe Hamburg	Tubenhonig Range	Baking/Sweet Foods
FAB AWARD & FABulous AWARD Williams Murray Hamm London	Jamie Oliver Recipease	Savoury Foods
FAB AWARD Kolle Rebbe Hamburg	Anthony's Oil Change	Savoury Foods
Three Brand Edinburgh	Orangerie	Alcoholic Drinks
Kolle Rebbe Hamburg	Powerfuel Vodka Range	Alcoholic Drinks
Blue Marlin London	Isklar Mineral Water	Non-Alcoholic Drinks

No nominations in the other categories

BRAND IDENTITY

Entrant	Title	Client	Category
FAB AWARD & FABulous AWARD			
Williams Murray Hamm	Jamie Oliver Recipease	Jamie Oliver Food	The Retailers
Switch South Africa	Salt Identity	Salt Restaurant	The Retailers
No nominations in the other categories			

LOGO DESIGN

No nominations.

DIRECT MARKETING

Entrant	Title	Client	Category
Tullo Marshall Warren	Log Fire	Diageo	Alcoholic Drinks
No nominations in the other categories			

INTEGRATED CAMPAIGNS

Entrant	Title	Client	Category
FAB AWARD			
AMV. BBDO London	Do us a flavour	Walkers	Confectionery Snacks
Leo Burnett London	The Mill	Miller Genuine Draft	Alcoholic Drinks
Leo Burnett Canada	James Ready Campaign	James Ready	Alcoholic Drinks
No nominations in the other categories			

COLLATERAL & P.O.S.

Entrant	Title	Client	Category
Leo Burnett Sydney	Nature Trays	McDonald's	The Retailers
Energy BBDO Chicago	Canadian Club Calendar	Canadian Club	Alcoholic Drinks
No nominations in the other categories			

SALES PROMOTION

Entrant	Brand/Product	Client	Category
Boxer Birmingham	Brahma Campaign	Brahma Beer	Alcoholic Drinks
No nominations in the other categories			

GUERILLA MARKETING

No nominations.

PRESS ADVERTISING

Entrant	Title	Client	Category
FAB AWARD			
Heye Munich	Pamplona	McDonald's	The Retailers
Heye Munich	24/7	McDonald's	The Retailers
Y&R Auckland	Toll This	Burger King	The Retailers
Gitam BBDO Israel	Tied Boy	Hubba Bubba	Confectionery / Snacks
Leo Burnett London	Spoons	Cow & Gate	Savoury Foods
AMV BBDO London	Garlic Table	Heinz	Savoury Foods
AMV BBDO London	Mexican Hat	Heinz	Savoury Foods
FAB AWARD			
Scholz & Friends Stockholm	Wave of Kikkoman	Kikkoman	Savoury Foods
Energy BBDO Chicago	Civil War, Merlot, Mojito	Jim Beam	Alcoholic Drinks

No nominations in the other categories

POSTER & OUTDOOR

Entrant	Title	Client	Category
Heye Munich	Fresh	McDonald's	The Retailers
FAB AWARD			
Wieden & Kennedy London	Saturday is Breakfast Day	Lurpak	Dairy Products
CHI London	Cows in space	Anchor	Dairy Products
FAB AWARD			
AMV BBDO London	Garlic Table	Heinz	Savoury Foods
AMV BBDO London	Mexican Hat	Heinz	Savoury Foods

No nominations in the other categories

AMBIENT

Entrant	Title	Client	Category
FAB AWARD			
Leo Burnett Chicago	Fresh Eggs Daily	McDonald's	The Retailers

No nominations in the other categories

TV/CINEMA

Entrant	Title	Client	Category
FAB AWARD			
Leo Burnett Mexico	Mariachis		Confectionery & Snacks
AMV BBDO London	Office, Diner, Boardroom	Extra	Confectionery & Snacks
FAB AWARD & FABulous AWARD			
BBDO Duesseldorf	Police Control, Garage	Wrigley's	Confectionery & Snacks
BBDO New York	Taste, Bench	M&M's	Confectionery & Snacks
FAB AWARD			
Wieden & Kennedy London	Saturday is breakfast day	Lurpak	Dairy Products
FAB AWARD			
Wieden & Kennedy London	Red Bull, Slurp, Toe Tapping	Cravendale	Dairy Products
FAB AWARD & FABulous AWARD			
MCBD London	Go on lad	Hovis	Baking/Sweet Foods
Sek & Grey Helsinki	Make up, Tie, True Love	Fazer Reilu	Baking Sweet Foods
AMV BBDO	Visual Effects, Animation	Masterbrand	Sponsorship
Saatchi Sweden	Hypnotic, Scary		Non-Alcoholic Drinks
CLM BBDO France	The Interview	Pepsi Max	Non-Alcoholic Drinks
No nominations in the other categories			

DIGITAL

Entrant	Title	Client	Category
The Marketing Store Chicago	2008 Monopoly at McDonald's	McDonald's	Advergames
FAB AWARD			
King Stockholm	Exotic Surprise	ICA	Websites
ARC Worldwide Chicago	Feed The Senses	Nestle Purina	Websites
Great Works Sweden	In an Absolut World	Absolut	Websites
FAB AWARD & FABulous AWARD			
Outside Line London	Milk Matters	Cravendale	Websites
FAB AWARD			
Daddy Sweden	Talk to the plant	Heinz	Websites
Energy BBDO Chicago	The stuff inside	Jim Beam	Websites
BBDO New York	Volunteer	Starbucks	Online Adv.
Agency Republic London	It's Sunshine O'clock	Pimms	Online Adv.
FAB AWARD			
AKQA London	Tipping Pot	Pot Noodle	Virals
BMB Agency London	Bushisms	Walls	Virals

DIGITAL continued..

King Stockholm	Eco Dance	ICA	Virals
FAB AWARD			
Ogilvy London	Stealth Sound System	Fanta	Mobile
FAB AWARD			
GraphicoDMG Newbury	Pepsi Kicks	Pepsi	Mobile
Marvellous London	Silver Room	Diet Coke	Mobile
No nominations in the other categories			

RADIO

No nominations.

THE FAB “FUTURES” AWARD Sponsored by StockFood

Entrant	Title	Category
Andi Yanto Australia	Spoon me Fork you	Packaging Design
Eva Maria Jahn Germany	The Usual	Poster
FAB “Futures” Award		
Miguel Castanheira Portugal	Extra Long Pasta	Poster

THE FABulous AWARDS (BEST IN SHOW)

FABulous AWARD (Packaging Design/Brand Identity/Retail Environment/Logo)			
Williams Murray Hamm	Jamie Oliver Recipease	Jamie Oliver Food	The Retailers
FABulous AWARD (Digital)			
Outside Line London	Milk Matters	Cravendale	Websites
FABulous AWARD (TV/Cinema Advertising)			
BBDO Duesseldorf	Police Control, Garage	Wrigley's	Confectionery & Snacks
FABulous AWARD (TV/Cinema Advertising)			
Miles Calcraft Briginshaw Duffy	Go on lad	Hovis	Baking/Sweet Foods

AGENCY OF THE YEAR 2009

WILLIAMS MURRAY HAMM, LONDON

CONGRATULATIONS TO ALL THE FAB WINNERS AND NOMINEES!