



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

**WINNERS & NOMINEES 2010**

**RETAIL ENVIRONMENT**

No nominations.

**PACKAGING DESIGN**

| Entrant                      | Client                                 | Category                |
|------------------------------|----------------------------------------|-------------------------|
| <b>FAB AWARD</b>             |                                        |                         |
| <b>Here Design London</b>    | <b>Gail's Bakery in-store Branding</b> | <b>The Retailers</b>    |
| Taxi Studio Bristol          | Willie's Supreme & Delectable Cacao    | Conf.& Snacks           |
| <b>FAB AWARD</b>             |                                        |                         |
| <b>B&amp;B Studio London</b> | <b>Bear Range</b>                      | <b>Conf.&amp;Snacks</b> |
| B&B Studio London            | Peppersmith                            | Conf.&Snacks            |
| Pearlfisher London           | Cadbury Buttons Range                  | Conf.&Snacks            |
| Anthem London                | Warburtons Range                       | Conf.&Snacks            |
| <b>FAB AWARD</b>             |                                        |                         |
| <b>La Organic Madrid</b>     | <b>La Oro Packaging</b>                | <b>Health Foods</b>     |
| Biles Inc. UK                | Kallo Range                            | Health Foods            |

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## PACKAGING DESIGN continued

| Entrant                                                | Client                            | Category                        |
|--------------------------------------------------------|-----------------------------------|---------------------------------|
| <b>FAB AWARD</b>                                       |                                   |                                 |
| <b>Hasan &amp; Partners Helsinki</b>                   | <b>Vilpuri</b>                    | <b>Baking &amp; Sweet Foods</b> |
| <b>FAB AWARD</b>                                       |                                   |                                 |
| <b>The Core London</b>                                 | <b>Marmite Commemorative Pack</b> | <b>Savoury Foods</b>            |
| Ogilvy Stockholm                                       | Lithells Kids Pate                | Savoury Foods                   |
| Bloom London                                           | Johnnie Walker Black Label        | Alcoholic Drinks                |
| <b>FAB AWARD</b>                                       |                                   |                                 |
| <b>Stranger &amp; Stanger London</b>                   | <b>The Kraken Rum</b>             | <b>Alcoholic Drinks</b>         |
| <b>FAB &amp; FABulous AWARD</b>                        |                                   |                                 |
| <b>Turner Duckworth<br/>London &amp; San Francisco</b> | <b>Coca Cola Winter Olympics</b>  | <b>Non-Alcoholic Drinks</b>     |
| The Hardy Boys South Africa                            | Voyage Coffee Packaging           | Non-Alcoholic Drinks            |
| Pearlfisher London                                     | Ubershot                          | Non-Alcoholic Drinks            |
| Ziggurat Brands London                                 | Bottlegreen Cordials              | Non-Alcoholic Drinks            |
| No nominations in the other categories                 |                                   |                                 |

## BRAND IDENTITY

| Entrant                                    | Client                          | Category             |
|--------------------------------------------|---------------------------------|----------------------|
| <b>FAB AWARD</b>                           |                                 |                      |
| <b>Kolle Rebbe Hamburg</b>                 | <b>The Deli Garage Identity</b> | <b>The Retailers</b> |
| Here Design London                         | Gail's Bakery                   | The Retailers        |
| Turner Duckworth<br>London & San Francisco | Coca Cola Summer 2009           | Non-Alcoholic Drinks |
| Here Design London                         | Hairy Bikers Brand Identity     | Special              |
| No nominations in the other categories     |                                 |                      |

## LOGO DESIGN

No nominations.

## DIRECT MARKETING

| Entrant                                | Title                          | Client             | Category             |
|----------------------------------------|--------------------------------|--------------------|----------------------|
| Kolle Rebbe Hamburg                    | Leibniz Originals              | Bahlsen Gmbh       | Baking & Sweet Foods |
| EHS 4D UK                              | Fosters Inheritance DM         | Fosters            | Alcoholic Drinks     |
| <b>FAB AWARD</b>                       |                                |                    |                      |
| <b>BBDO Duesseldorf</b>                | <b>The Edible Encyclopedia</b> | <b>Bayer Vital</b> | <b>Special</b>       |
| No nominations in the other categories |                                |                    |                      |

## INTEGRATED CAMPAIGNS

| Entrant                                | Title                        | Client                | Category                        |
|----------------------------------------|------------------------------|-----------------------|---------------------------------|
| Publicis London                        | In a Hole World of their own | Hula Hoops            | Conf. & Snacks                  |
| Juniper Park Ontario                   | Green Effect Campaign        | Frito Lay             | Conf. & Snacks                  |
| <b>FAB AWARD</b>                       |                              |                       |                                 |
| <b>Leo Burnett Chicago</b>             | <b>Plant a Seed</b>          | <b>Kellogg's</b>      | <b>Conf.&amp; Snacks</b>        |
| <b>FAB &amp; FABulous AWARD</b>        |                              |                       |                                 |
| <b>Leo Burnett Serbia</b>              | <b>Guru Jafforidza</b>       | <b>Jaffa</b>          | <b>Conf. &amp; Snacks</b>       |
| <b>FAB AWARD</b>                       |                              |                       |                                 |
| <b>Ogilvy New York</b>                 | <b>The Palace of Light</b>   | <b>Shredded Wheat</b> | <b>Baking &amp; Sweet Foods</b> |
| Leo Burnett Toronto                    | James Ready Bar-Ter Night    | James Ready           | Alcoholic Drinks                |
| BBDO New York                          | Starbucks Love               | Starbucks             | Non-Alcoholic Drinks            |
| Leo Burnett Melbourne                  | Sports Slurpee               |                       | Non-Alcoholic Drinks            |
| No nominations in the other categories |                              |                       |                                 |

## COLLATERAL & P.O.S.

| Entrant                                | Title                                     | Client            | Category                |
|----------------------------------------|-------------------------------------------|-------------------|-------------------------|
| The Marketing Store London             | Scooby Doo Happy Meal                     | McDonald's        | The Retailers           |
| <b>FAB AWARD</b>                       |                                           |                   |                         |
| <b>The Marketing Store London</b>      | <b>The "M" &amp; Onion Rings</b>          | <b>McDonald's</b> | <b>Photography</b>      |
| <b>FAB AWARD</b>                       |                                           |                   |                         |
| <b>Like A River Manchester</b>         | <b>Barbera Da Vine</b>                    | <b>Boutinot</b>   | <b>Alcoholic Drinks</b> |
| BBDO New York                          | Port Authority<br>Stream of Consciousness | Starbucks         | Non-Alcoholic           |
| No nominations in the other categories |                                           |                   |                         |

## SALES PROMOTION

| Entrant                                | Title                     | Client      | Category         |
|----------------------------------------|---------------------------|-------------|------------------|
| Leo Burnett Chicago                    | Plant a Seed              | Kellogg's   | Health Foods     |
| Leo Burnett & ARC Thailand             | Stadium of Dreams         | Heineken    | Alcoholic Drinks |
| <b>FAB AWARD</b>                       |                           |             |                  |
| Leo Burnett Toronto                    | James Ready Bar-Ter Night | James Ready | Alcoholic Drinks |
| No nominations in the other categories |                           |             |                  |

## GUERILLA MARKETING

| Entrant                       | Title                      | Client     | Category          |
|-------------------------------|----------------------------|------------|-------------------|
| <b>FAB AWARD</b>              |                            |            |                   |
| Kolle Rebbe Hamburg           | Warsteiner Election Poster | Warsteiner | Alcoholic Drinks  |
| <b>FAB AWARD</b>              |                            |            |                   |
| Shalmor Avnon Amichay/<br>Y&R | Empty Tables               | Latet      | Charitable Causes |

## PRESS ADVERTISING

| Entrant                                | Title                               | Client         | Category              |
|----------------------------------------|-------------------------------------|----------------|-----------------------|
| Impact BBDO Dubai                      | Scatter your Senses                 | Skittles Sour  | Conf. & Snacks        |
| Grey Canada                            | Cheese Cheddar                      | Pringles       | Conf. & Snacks        |
| Brahm Leeds                            | Warburtons Bread Campaign           | Warburtons     | Photography           |
| Publicis London                        | SMA Nutrition<br>Baby Food Campaign | Pfizer         | Savoury Foods         |
| <b>FAB &amp; FABulous AWARD</b>        |                                     |                |                       |
| Shalmor Avnon Amichay/<br>Y&R          | Last Drop                           | Heinz          | Savoury Foods         |
| Gitam BBDO Israel                      | Pool/Soccer/Tennis                  | Pepsi Mini Max | Non -Alcoholic Drinks |
| AMV BBDO London                        | English breakfast                   | Twinnings      | Non-Alcoholic Drinks  |
| No nominations in the other categories |                                     |                |                       |

## POSTER & OUTDOOR

| Entrant            | Title            | Client     | Category      |
|--------------------|------------------|------------|---------------|
| <b>FAB AWARD</b>   |                  |            |               |
| Leo Burnett London | Piccadilly Signs | McDonald's | The Retailers |

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## POSTER & OUTDOOR continued

| Entrant                                | Title                                     | Client           | Category                    |
|----------------------------------------|-------------------------------------------|------------------|-----------------------------|
| Wieden & Kennedy London                | The Joy of Creation                       | Arla Foods       | Dairy Products              |
| BBDO New York                          | Port Authority<br>Stream of Consciousness | Starbucks        | Non-Alcoholic Drinks        |
| <b>FAB AWARD</b>                       |                                           |                  |                             |
| <b>Marcel Paris</b>                    | <b>Velcro Posters</b>                     | <b>Coca Cola</b> | <b>Non-Alcoholic Drinks</b> |
| No nominations in the other categories |                                           |                  |                             |

## AMBIENT

| Entrant                                | Title                                  | Client             | Category                  |
|----------------------------------------|----------------------------------------|--------------------|---------------------------|
| <b>FAB AWARD</b>                       |                                        |                    |                           |
| <b>Heye &amp; Partner Hamburg</b>      | <b>Drooling Dog</b>                    | <b>Royal Canin</b> | <b>Pet Foods</b>          |
| <b>FAB AWARD</b>                       |                                        |                    |                           |
| <b>Juniper Park Toronto</b>            | <b>Potato Ceiling</b>                  | <b>LAYS</b>        | <b>Conf. &amp; Snacks</b> |
| BBDO New York                          | What's brewing<br>in your subconscious | Starbucks          | Non-Alcoholic Drinks      |
| Beattie McGuinness Bungay<br>(BMB)     | Fan-o-Meter                            | Carling            | Alcoholic Drinks          |
| No nominations in the other categories |                                        |                    |                           |

## TV/CINEMA

| Entrant                   | Title                                 | Client             | Category                  |
|---------------------------|---------------------------------------|--------------------|---------------------------|
| <b>FAB AWARD</b>          |                                       |                    |                           |
| <b>Leo Burnett London</b> | <b>The People's Restaurant</b>        | <b>McDonald's</b>  | <b>The Retailers</b>      |
| McCann Erickson London    | Aerobics/Hitcher/ Tattoo/Beach/Office |                    | The Retailers             |
| AMV BBDO London           | Alan 210                              | Doritos            | Conf. & Snacks            |
| BBDO New York             | Game                                  | Snickers           | Conf. & Snacks            |
| <b>FAB AWARD</b>          |                                       |                    |                           |
| <b>BBDO New York</b>      | <b>Road Trip</b>                      | <b>Snickers</b>    | <b>Conf. &amp; Snacks</b> |
| Duval Guillaume Brussels  | Jumpers                               | VLAM Milk          | Dairy Products            |
| Lateral Aspect Perth      | Rump                                  | DBC                | Savoury Foods             |
| Young EURO RSCG Ireland   | Apple, Apple, Apple                   | Bulmers Pear Cider | Alcoholic Drinks          |

## TV/CINEMA continued

| Entrant                                           | Title              | Client           | Category             |
|---------------------------------------------------|--------------------|------------------|----------------------|
| Beattie McGuinness Bungay Taxi Ship Coconut (BMB) |                    | Carling          | Alcoholic Drinks     |
| CLM BBDO France                                   | The Rising Version | Pepsi            | Non-Alcoholic        |
| <b>FAB &amp; FABulous AWARD</b>                   |                    |                  |                      |
| <b>BBDO Toronto</b>                               | <b>Arctic Sun</b>  | <b>Tropicana</b> | <b>Non-Alcoholic</b> |
| BBDO New York                                     | Starbucks Love     | Starbucks        | Charitable Causes    |
| No nominations in the other categories            |                    |                  |                      |

## BRANDED CONTENT

| Entrant                                | Title                           | Client     | Category             |
|----------------------------------------|---------------------------------|------------|----------------------|
| <b>FAB AWARD</b>                       |                                 |            |                      |
| <b>BBDO New York</b>                   | <b>Moment before the Moment</b> | <b>AMP</b> | <b>Non-Alcoholic</b> |
| No nominations in the other categories |                                 |            |                      |

## VIRAL

| Entrant                                | Title                 | Client           | Category                |
|----------------------------------------|-----------------------|------------------|-------------------------|
| <b>FAB AWARD</b>                       |                       |                  |                         |
| <b>DDB Chicago</b>                     | <b>Clothing Drive</b> | <b>Bud Light</b> | <b>Alcoholic Drinks</b> |
| No nominations in the other categories |                       |                  |                         |

## ADVERGAMES

| Entrant                                | Title                          | Client          | Category                    |
|----------------------------------------|--------------------------------|-----------------|-----------------------------|
| <b>FAB AWARD</b>                       |                                |                 |                             |
| <b>Less Rain, London</b>               | <b>Red Bull Soap Box Racer</b> | <b>Red Bull</b> | <b>Non-Alcoholic Drinks</b> |
| <b>FAB AWARD</b>                       |                                |                 |                             |
| <b>Matmi New Media</b>                 | <b>Vimto (High Dive)</b>       | <b>Vimto</b>    | <b>Non-Alcoholic Drinks</b> |
| No nominations in the other categories |                                |                 |                             |

## ADVERTAINMENT

| Entrant                                | Title                           | Client     | Category                    |
|----------------------------------------|---------------------------------|------------|-----------------------------|
| Great Works, Sweden                    | Absolut Rock Edition            | Absolut    | Alcoholic Drinks            |
| <b>FAB AWARD</b>                       |                                 |            |                             |
| <b>BBDO New York</b>                   | <b>Moment before the moment</b> | <b>AMP</b> | <b>Non Alcoholic Drinks</b> |
| No nominations in the other categories |                                 |            |                             |

## BEST USE OF TECHNOLOGY

| Entrant                                | Title                    | Client           | Category                |
|----------------------------------------|--------------------------|------------------|-------------------------|
| <b>FAB AWARD</b>                       |                          |                  |                         |
| <b>Great Works, Sweden</b>             | <b>Where's the party</b> | <b>Carlsberg</b> | <b>Alcoholic Drinks</b> |
| Publicis E-dologic, Israel             | Neviot                   | Neviot           | Non-Alcoholic           |
| No nominations in the other categories |                          |                  |                         |

## EMAIL

No nominations

## MOBILE

| Entrant                                | Title                    | Client           | Category                |
|----------------------------------------|--------------------------|------------------|-------------------------|
| <b>FAB AWARD</b>                       |                          |                  |                         |
| <b>Great Works, Sweden</b>             | <b>Where's the party</b> | <b>Carlsberg</b> | <b>Alcoholic Drinks</b> |
| No nominations in the other categories |                          |                  |                         |

## ONLINE ADVERTISING

No nominations

## RICH MEDIA

| Entrant                                | Title                             | Client       | Category                |
|----------------------------------------|-----------------------------------|--------------|-------------------------|
| <b>FAB AWARD</b>                       |                                   |              |                         |
| <b>Outside Line, London</b>            | <b>Beck's Digital Bus Shelter</b> | <b>Becks</b> | <b>Alcoholic Drinks</b> |
| No nominations in the other categories |                                   |              |                         |

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## SOCIAL MEDIA

| Entrant                                | Title             | Client    | Category         |
|----------------------------------------|-------------------|-----------|------------------|
| Great Works, Sweden                    | Where's the party | Carlsberg | Alcoholic Drinks |
| <b>FAB AWARD</b>                       |                   |           |                  |
| BBDO Proximity, Canada                 | Doritos Virality  | Frito Lay | Conf. & Snacks   |
| <b>FAB &amp; FABulous AWARD</b>        |                   |           |                  |
| We Are Social, London                  | Marmarati         | Marmite   | Savoury Foods    |
| No nominations in the other categories |                   |           |                  |

## WEBSITES

| Entrant                                | Title                | Client     | Category         |
|----------------------------------------|----------------------|------------|------------------|
| Great Works, Sweden                    | Absolut Rock Edition | Absolut    | Alcoholic Drinks |
| AKQA, San Francisco                    | McDonald's Avatar    | McDonald's | The Retailers    |
| No nominations in the other categories |                      |            |                  |

## THE FABulous AWARDS

| Entrant                                                                | Title                     | Client    | Category             |
|------------------------------------------------------------------------|---------------------------|-----------|----------------------|
| <b>Packaging Design/Brand Identity/Logo/Retail Environment</b>         |                           |           |                      |
| Turner Duckworth<br>London & San Francisco                             | Coca Cola Winter Olympics |           | Non-Alcoholic Drinks |
| <b>Direct/Integrated/Sales Promotion/Collateral &amp; POS/Guerilla</b> |                           |           |                      |
| Leo Burnett Serbia                                                     | Guru Jafforidza           | Jaffa     | Conf. & Snacks       |
| <b>Press/Poster/Outdoor/Ambient</b>                                    |                           |           |                      |
| Shalmor Avnon Amichay/Y&R Last Drop                                    |                           | Heinz     | Savoury Foods        |
| <b>The Digital Categories</b>                                          |                           |           |                      |
| We Are Social, London                                                  | Marmarati                 | Marmite   | Savoury Foods        |
| <b>TV/Cinema</b>                                                       |                           |           |                      |
| BBDO Toronto                                                           | Arctic Sun                | Tropicana | Non-Alcoholic        |



## GRAND FABulous 2010

| Entrant                        | Title      | Client    | Category      |
|--------------------------------|------------|-----------|---------------|
| GRAND FABulous<br>BBDO Toronto | Arctic Sun | Tropicana | Non-Alcoholic |

## AGENCY OF THE YEAR 2010

**BBDO NEW YORK**

OUR CONGRATULATIONS TO ALL  
THE NOMINEES AND WINNERS!