



INTERNATIONAL
FOOD AND BEVERAGE
CREATIVE EXCELLENCE AWARDS

The 20th *FAB* Awards

WINNERS & FINALISTS 2018

Supported by:



CREATIVE AWARDS:**Packaging Design**

Category	Title	Brand/Product	Agency	
Retailer	Burger King Holiday 2017	Burger King	Turner Duckworth: UK & USA	Silver
Confectionery & Snacks	Christmas Collection	Charbonnel et Walker	Together Design, London	Silver
Confectionery & Snacks	Florentines	Fortnum & Mason	Design Bridge, London	<i>FAB</i>
Health Foods	Minnamame	Minnamame	Yindee Design, Thailand	Silver
Baking Foods & Cooking Ing.	Amagansett Sea Salt Rebrand	Amagansett Sea Salt	Safari Sundays, New York	Silver
Savoury Foods	Zizzi Takeaway Packaging	Zizzi	Pearlfisher, London	Silver
Alcoholic Drinks	LoneWolf Spirits Range	LoneWolf Spirits	B&B Studio, London	<i>FAB</i>
Alcoholic Drinks	St Erhard Packaging	St Erhard	Bedow, Stockholm	Silver
Alcoholic Drinks	Wine Range	Raimondi Amarone	CH Graphiste, Stockholm	<i>FAB</i>
Alcoholic Drinks	Karhu Limited Edition	Karhu	Design Bridge, London	Silver
Alcoholic Drinks	Choose Love Limited Edition	Smirnoff	Design Bridge, London	Silver
Alcoholic Drinks	Baseball Packaging 2017	Miller Lite	Turner Duckworth: UK & USA	Silver
Alcoholic Drinks	Archie Rose X Horisumi Gin Series	Archie Rose	Squad Ink, Australia	<i>FAB</i>
Alcoholic Drinks	Tanqueray Flor De Sevilla	Tanqueray	Design Bridge, London	Silver
Non-Alcoholic Drinks	The Beautea	Beautifood	Supperstudio, Spain	Silver
Non-Alcoholic Drinks	GREK Tea	GREK	Interabang, London	<i>FAB</i>
Special	SAS Cube	SAS Scandinavian Airlines	deSter, Belgium	Silver

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The 20th *FAB* Awards: The Winners & Finalists

Brand Identity

Category	Title	Brand/Product	Agency	
Retailer	Tonight Josephine & Bar Elba	Tonight Josephine	Junction Studio, London	Silver
Non-Alcoholic Drinks	Disrupting the California Coffee Scene	Bandido	Magpie Studio, London	<i>FAB & FAB</i> ulous

Concept (Design & Packaging)

Category	Title	Brand/Product	Agency	
Alcoholic Drinks	Limited Edition Lantern Pack	Courvoisier	Studio Minerva, London	Silver

Brand Redesign

Category	Title	Brand/Product	Agency	
Retailer	Subway Visual Identity	Subway	Turner Duckworth: UK & USA	<i>FAB</i>
Alcoholic Drinks	Visual Identity Redesign	Tuborg	Turner Duckworth: UK & USA	Silver

Interiors / Retail Environment

Category	Title	Brand/Product	Agency	
Retailer	Demoiselle by Galvin	Galvin Restaurants	DesignLSM, Brighton	<i>FAB & FAB</i> ulous
Retailer	Galvin Dubai	Galvin Restaurants	DesignLSM, Brighton	Silver
Retailer	Lotte Food Avenue	Lotte	CADA Design, London	<i>FAB</i>
Retailer	Nobu Downtown	Nobu	Rockwell Group, New York	<i>FAB</i>
Retailer	The Albert	The Albert	Rockwell Group, New York	<i>FAB</i>

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Retailer	The Scenery of Fuchun	TAKAO 1972, Kunming Branch	Next Design Group, Taiwan	Silver
Retailer	BÖKAN London	BÖKAN London	Mystery Ltd, London	<i>FAB & FAB</i> ulous
Retailer	Naturally	Naturally	FormRoom, London	Silver

Press & Print

Category	Title	Brand/Product	Agency	
Confectionery & Snacks	Brighter Together Campaign	M&M's	BBDO New York	Silver
Savoury Foods	How Do You Like Your Eggs? Campaign	The Incredible Egg	Energy BBDO Chicago	Silver
Savoury Foods	Make Every Dish a Little Adventure	Tenderstem®	McCann Bristol	<i>FAB</i>

Poster / Outdoor / OOH

Category	Title	Brand/Product	Agency	
Retailer	Mobile Menu	McDonald's	Cossette, Canada	<i>FAB & FAB</i> ulous
Retailer	Follow the Arches	McDonald's	Cossette, Canada	<i>FAB</i>
Dairy Products	Where There's Fab There's Fun Campaign	Fab	Isobel, London	Silver
Photography	Tea Society Campaign	Society Tea	Black Swan Life Communications, India	<i>FAB</i>

Ambient Media

Category	Title	Brand/Product	Agency	
Retailer	McCoins	McDonald's	Nord DDB Stockholm	Silver

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TV & Cinema Advertising

Category	Title	Brand/Product	Agency	
Retailer	Go All Out for Great Taste of America	McDonald's	Leo Burnett London	Silver
Pet Foods	General Howe's Dog	Pedigree	BBDO New York	<i>FAB</i>
Pet Foods	Pick Me	Pedigree	BBDO New York	Silver
Confectionery & Snacks	Recovery Room	Snickers	BBDO New York	Silver
Confectionery & Snacks	You're Off Your Game When You're Hungry	Snickers	BBDO New York	Silver
Confectionery & Snacks	Mum's Birthday	Cadbury Dairy Milk	VCCP, London	<i>FAB</i>
Confectionery & Snacks	Happy Birthday Campaign	Wrigley's Gum	AMV BBDO, London	<i>FAB</i>
Baking Food & Cooking Ing.	Pride & Breadjudice	Warburtons	WCRS, London	Silver
Savoury Foods	We'll Fill in While You Fill Up Campaign	Campbell's Chunky	BBDO New York	Silver
Alcoholic Drinks	Made of More Football Stories Campaign	Guinness Africa	AMV BBDO, London	<i>FAB</i>
Non-Alcoholic Drinks	Cuptroopers	Lavazza a Modo Mio Jolie + Star Wars	Armando Testa, Italy	Silver
Non-Alcoholic Drinks	Be More Berocca	Berocca	J. Walter Thompson London	Silver
Non-Alcoholic Drinks	Flat What?	McDonald's	Leo Burnett London	<i>FAB</i>

Radio Advertising

Category	Title	Brand/Product	Agency	
Retailer	Beef Fairytales Campaign	McDonald's	Leo Burnett London	Silver
Confectionery & Snacks	Hunger Spotter	Snickers	AMV BBDO, London	<i>FAB</i>

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Guerrilla Marketing

Category	Title	Brand/Product	Agency	
Confectionery & Snacks	The Hungry TV Channel	Snickers	AMV BBDO, London	<i>FAB</i> & <i>FAB</i> ulous

Experiential Campaigns

Category	Title	Brand/Product	Agency	
Confectionery & Snacks	The Glass and a Half Shop	Cadbury Dairy Milk	VCCP, London	Silver
Alcoholic Drinks	Probably TEDx	Carlsberg	Happiness/An FCB Alliance, Brussels	<i>FAB</i>
Alcoholic Drinks	Art Without Labels	Bombay Sapphire	BBDO New York	<i>FAB</i>

Best Use of Technology

Category	Title	Brand/Product	Agency	
Pet Foods	The Pedigree Adoptable Mask	Pedigree	BBDO New York	<i>FAB</i>
Alcoholic Drinks	Snapchat Music Video	Bacardí	BBDO New York	Silver

Mobile Marketing

Category	Title	Brand/Product	Agency	
Confectionery & Snacks	M&M's and Friends	M&M's	BBDO New York	<i>FAB</i>

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Branded Content & Entertainment

Category	Title	Brand/Product	Agency	
Savoury Foods	Serious Meat	New Zealand Jerky	North Inc, USA	Silver
Alcoholic Drinks	Music Liberates Music	Bacardí	BBDO New York	<i>FAB & FABulous</i>
Alcoholic Drinks	Compton Cowboys	Guinness	AMV BBDO, London	<i>FAB</i>
Non-Alcoholic Drinks	Dew's New Driver: ESPN Interview	Mountain Dew	BBDO New York	Silver

Online Marketing

Category	Title	Brand/Product	Agency	
Savoury Foods	Recipe Reality Check	Campbell's	BBDO New York	<i>FAB</i>
Alcoholic Drinks	Music Liberates Music	Bacardí	BBDO New York	Silver
Non-Alcoholic Drinks	#ReleaseThePressure	Mirinda	BBDO India	Silver

Influencer Marketing

Category	Title	Brand/Product	Agency	
Confectionery & Snacks	Crossy Roads for Real	KitKat	J. Walter Thompson London	<i>FAB</i>

User Generated Content

Category	Title	Brand/Product	Agency	
Confectionery & Snacks	M&M's and Friends	M&M's	BBDO New York	<i>FAB</i>

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Social Media / Social Business

Category	Title	Brand/Product	Agency	
Confectionery & Snacks	M&M's and Friends	M&M's	BBDO New York	<i>FAB</i>
Savoury Foods	Pinterest Intercept	Campbell's	BBDO New York	<i>FAB</i>
Alcoholic Drinks	Here to Serve Campaign 2017	Tennent's Lager	Bright Signals, Scotland	Silver

Integrated Campaigns

Category	Title	Brand/Product	Agency	
Retailer	Big Mac x Bacon Collaboration	McDonald's	Cossette, Canada	<i>FAB</i>
Retailer	Reindeer Ready	McDonald's	Leo Burnett London	<i>FAB</i>
Baking Food & Cooking Ing.	Pride & Breadjudice	Warburtons	WCRS, London	Silver
Alcoholic Drinks	Let the Deed Show	Aberlour	Williams Murray Hamm, London	Silver
Non-Alcoholic Drinks	#ReleaseThePressure	Mirinda	BBDO India	<i>FAB</i> & <i>FAB</i> ulous

Best Use of Media

Category	Title	Brand/Product	Agency	
Retailer	Follow the Arches	McDonald's	Cossette, Canada	<i>FAB</i>
Retailer	Big Mac 50: BFI IMAX Wrap Around	McDonald's	Leo Burnett London & OMD	<i>FAB</i>
Confectionery & Snacks	The Hungry TV Channel	Snickers	AMV BBDO, London	Silver
Alcoholic Drinks	Snapchat Music Video	Bacardi	BBDO New York	Silver
Alcoholic Drinks	Probably TEDx	Carlsberg	Happiness/An FCB Alliance, Brussels	Silver

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EFFECTIVENESS AWARDS:

Packaging Design

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Dairy Products	Single Origin Cold Brew Coffee Range	Hunt and Brew	Boxer & Co, Australia	Silver
Alcoholic Drinks	Hortus Gin Liqueurs Range	Hortus	Design Activity, Bristol	Silver
Non-Alcoholic Drinks	Highland Spring-A Modern Scottish Classic	Highland Spring	Taxi Studio & Touch Pack Design, UK	Silver

Brand Redesign

Category	Title	Brand/Product	Agency	
Alcoholic Drinks	A Story of Brand Reinvigoration	Carlsberg EXPØRT	Taxi Studio, Bristol	<i>FAB</i>

Interiors / Retail Environment

Category	Title	Brand/Product	Agency	
Retailer	Hagkaup Smaralind: Happy Shopping!	Hagkaup	M Worldwide Ltd, London	<i>FAB</i>

Direct Marketing

Category	Title	Brand/Product	Agency	
Savoury Foods	Idahoan Perfect Mash	Idahoan Foods	Aesop Agency, London	Silver

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Branded Content & Entertainment

Category	Title	Brand/Product	Agency	
Alcoholic Drinks	Never Gonna GIF You Up	Absolut Vodka	Sebton Co, Stockholm	Silver
Non-Alcoholic Drinks	Pepsi x Empire 2.0	Pepsi	OMD, USA	Silver

Online Marketing

Category	Title	Brand/Product	Agency	
Baking Food & Cooking Ing.	#FuelForTheRealFit	Quaker Oats	BBDO India	Silver

Social Media / Social Business

Category	Title	Brand/Product	Agency	
Alcoholic Drinks	Cultural Commentary & Community Management	Captain Morgan	Gravity Road, London	Silver

Integrated Campaigns

Category	Title	Brand/Product	Agency	
Non-Alcoholic Drinks	McCafé Madness	McDonald's	Leo Burnett London	<i>FAB</i>

***FAB* Choice Award**

Category	Title	Brand/Product	Agency	
Alcoholic Drinks	Choose Love Limited Edition	Smirnoff	Design Bridge, London	<i>FAB</i>

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FAB Design Agency of the Year

Design Bridge, London & Turner Duckworth: UK & USA

FAB Agency of the Year

BBDO New York

YouTube *FAB* Brand / Marketer of the Year

Mars, Incorporated

CONGRATULATIONS TO ALL THE WINNERS & FINALISTS.

SEE YOU AT THE 21ST *FAB* AWARDS CEREMONY NEXT YEAR!

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