



THIRTEENTH
INTERNATIONAL
FOOD AND BEVERAGE
Creative Excellence Awards

WINNERS &
NOMINATIONS 2011

FAB AWARDS WINNERS & NOMINATIONS 2011

PACKAGING DESIGN

5102 a/b/c	EAT	Pearlfisher London	The Retailers
5001 a-e	Peter Popples Popcorn	Family & Friends London	Confectionery & Snacks
5028	Mr. Chocolat	Ruiz & Company Barcelona	Confectionery & Snacks

FAB Award

5056 a/b	Panda Liquorice	Cowan Design London	Confectionery & Snacks
5120	Wild Wholefoods Snacks	Springetts Brand Design London	Confectionery & Snacks
5019 a-e	Lifepius Packaging re-design	Coley Porter Bell London	Health Foods

FAB Awards & FABulous Award

5060 a-e	ICA Good Life	King Sweden	Health Foods
5105 a-d	Grove Organic Fruit Co.	BrandOpus London	Health Foods
5052 a-e	Yummy Tummy Koalas	Landor Associates	Baking & Sweet Foods
5057	Porkinson Redesign 2010	Jones Knowles Ritchie London	Savoury Foods

FAB Award

5075 a/b	Berry Brothers & Rudd Gin	Brandhouse London	Alcoholic Drinks
5077 a/b/c	Marks & Spencer Beers, Ales & Lagers	Brandhouse London	Alcoholic Drinks

FAB Award

5123 a-h	Spanish White Guerilla	Moruba Spain	Alcoholic Drink
5116 a-c	Blue Skies	Williams Murray Hamm London	Non Alcoholic Drinks

BRAND IDENTITY

5810 a-l	Gino Gelato	Mystery Design	The Retailers
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FAB Award

5817 a-h	Blue Skies Multiple Mediums	Williams Murray Hamm	Non Alcoholic Drinks
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LOGO DESIGN

No Nominations

FAB AWARDS WINNERS & NOMINATIONS 2011

RETAIL ENVIRONMENT

5601 a-g	Union Market Fulham	CADA Design Group	The Retailers
5602	SEEQ McDonald s	ARC Worldwide Chicago	The Retailers

DIRECT

6402 a-h	Doritos King of Ads	AMV BBDO London	Pepsico	Confectionery & Snacks
6403	Walkers Sandwich	AMV BBDO London	Pepsico	Confectionery & Snacks

COLLATERAL & POS

6514 a-d	McDonald s Dark Desire	The Marketing Store London	The Retailers
6515 a-d	McDonald s Dark Desire	The Marketing Store London	Photography

FAB Award

6503 a-c	Sketchup Table Mats	Leo Burnett India	Heinz India	Savoury Foods
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FAB Award

6511 a-d	Bols Genever Campaign	Beattie McGuinness Bungay	Alcoholic Drinks
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SALES PROMOTION

6000	Angus Snack Map	Leo Burnett Chicago	McDonald s	The Retailers
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FAB Award

6003	M&M s Find Red	Proximity Canada	Mars Canada	Confectionery & Snacks
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FAB Award

6502	James Ready Cap Recall	Leo Burnett Toronto	James Ready	Alcoholic Drinks
6009 a-c	Help give a million birds a home	The Marketing Store	Britvic	Non – Alcoholic Drinks

GUERILLA MARKETING

FAB Award & FABulous Award

1505	Bavaria Dutch Dress	Selmore The Netherlands	Bavaria	Alcoholic Drinks
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FAB AWARDS WINNERS & NOMINATIONS 2011

INTEGRATED CAMPAIGNS

1528	The Big Picture Campaign	BBDO New York	Starbucks	The Retailers
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FAB Award & FABulous Award

1517	M&M s Find Red	Proximity Canada	Mars Canada	Confectionery & Snacks
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FAB Award

2480	Pepsico Walkers Sandwich	AMV BBDO London	Pepsico	Confectionery & Snacks
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1509	James Ready Cap Recall	Leo Burnett Toronto	James Ready	Alcoholic Drinks
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1511	James Ready Fall Billboard	Leo Burnett Toronto	James Ready	Alcoholic Drinks
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FAB Award & FABulous Award

1503	Solo Lucky Undies	BMF Sydney	Schweppes	Non - Alcoholic Drinks
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PRESS ADVERTISING

3006	No Color	INGO Stockholm	LIDL	The Retailers
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3007a/c	Sofa/Limo	CLM BBDO France	Mars Petcare France	Pet Foods / Photography
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3052 a-d	Out of Proportion	Gitam BBDO Israel	Wrigley	Confectionery & Snacks
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FAB Award

3036	Ready to Bake at Home	Saatchi & Saatchi Duesseldorf	Delifrance	Baking & Sweet Foods
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3002 a-c	Apple/Grapes/Plum	Y&R Berlin	Danone Waters	Non-Alcoholic Drinks
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POSTER / OOH

4000	Blackhawks Victory	Leo Burnett Chicago	McDonald s	The Retailers
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4027	McDonald s Fried Egg	Heye & Partner Germany	McDonald s	The Retailers
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FAB Award

4032	The Longest Tennis Match Ever	JWT London	Nestle Kit Kat	Confectionery & Snacks
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4037	Out of Proportion	Gitam BBDO Israel	Wrigley	Confectionery & Snacks
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FAB AWARDS WINNERS & NOMINATIONS 2011

POSTER / OOH CONTINUED.....

FAB Award

4030	Made by Cows	CHI Advertising London	Anchor	Dairy Products
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FAB Award

4034	Heinz, Tabasco & Fire	Shalmor Avnon Amichay/ Y&R	Heinz	Savoury Foods
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AMBIENT

4500 a/b	Shamrock Shake	Leo Burnett Chicago	McDonald s	The Retailers
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FAB Award

4516	Fire Scooter	McCann Worldgroup India	Republic of Chicken	The Retailers
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FAB Award & FABulous Award

4515	Mint Parking Tickets	BBDO Germany	Wrigley	Confectionery & Snacks
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4503	The World's Biggest Cuckoo Clock	Leo Burnett Chicago	Crunchy Nut	Baking & Sweet Foods
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4511	The Beer Elevator	Heye & Partner Germany	Bitburger Braugruppe	Alcoholic Drinks
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RADIO

2910	The Haunting Sounds of the Vuvuzela	JWT London	Nestle Kit Kat	Confectionery & Snacks
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TV/CINEMA ADVERTISING

2421	The Bedroom	CLM BBDO France	Frolic	
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FAB Award

2777	Cats with thumbs	Wieden & Kennedy London	Cravendale, Arla	Dairy Products
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2700	Mock & Dweeb	Leo Burnett Chicago	Kellogg s	Baking & sweet Foods
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2385	Whistle Happy Birthday	AMV BBDO London		Baking & Sweet Foods
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2758	Blankey	Venables Bell & Partners USA	Chef Boyardee	ConAgra Foods
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FAB Award

2746 a-c	Slo Mo	Clemenger BBDO Melbourne	Carlton Draught	Alcoholic Drinks
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FAB AWARDS WINNERS & NOMINATIONS 2011

BEST USE OF MEDIA

3517	Fire Scooter	McCann Worldgroup India	Republic of Chicken	The Retailers
3511	Carved Billboard	Juniper Park Canada	Lay s	Confectionery & Snacks
4025	Ramadan Billboard	Herezie	Isla Delice Billboard	Savoury Foods

ADVERGAMES

No Nominations

ADVERTAINMENT

FAB Award

9100	Havana Club	Havana Club Rum Web App.	Argonauten G2/G2 Germany	Alcoholic Drinks
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FAB Award

9103	I m Here	Absolut	Great Works Sweden	Alcoholic Drinks
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BEST USE OF TECHNOLOGY

FAB Award & FABulous Award

2454	Late Night	Pepsico Doritos	AMV BBDO London	Confectionery & Snacks
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9007	M&M s Find Red	M&M s	Proximity Canada	Confectionery & Snacks
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FAB Award

9000	Kondis The App	IKEA App	Forsman & Bodenfors Sweden	Baking Sweet Foods
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FAB Award

9001	Coca Cola Like Machine	Coca Cola Facebook	Publicis e-dologic Israel	Non-Alcoholic Drinks
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9010	I m Here	Absolut	Great Works Sweden	Alcoholic Drinks
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BRANDED CONTENT

No Nominations

FAB AWARDS WINNERS & NOMINATIONS 2011

EMAIL

No Nominations

MOBILE

8600	Nigella Lawson I Phone App	Nigella Quick Collection	AKQA London	Special
8602	Late Night	Pepsico Doritos	AMV BBDO London	Confectionery & Snacks

FAB Award

8500	Malibu Music Mixer	Malibu Rum	Great Works North America	Alcoholic Drinks
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FAB Award

8502	Snow Globes iPhone App	Coca Cola	Scholz & Volkmer Germany	Non-Alcoholic Drinks
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ONLINE ADVERTISING

FAB Award

8201	Walkers Sandwich	Walkers	AMV BBDO London	Confectionery & Snacks
8204	Heinz Baby		AMV BBDO London	Banner Advertising
8210	Smiling/Man Hug/ Conversations	Guinness	AMV BBDO London	Alcoholic Drinks

RICH MEDIA

8101	Coca Cola		Publicis e-dologic Israel	Non-Alcoholic Drinks
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SOCIAL MEDIA

2451	Walkers Sandwich	Walkers	AMV BBDO London	Confectionery & Snacks
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FAB Award

8012	M&M s Find Red	M&M s	Proximity Canada	Confectionery & Snacks
8001	One Million Hugs	Heineken	AKQA London	Alcoholic Drinks

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FAB AWARDS WINNERS & NOMINATIONS 2011

SOCIAL MEDIA CONTINUED...

8002	Coca Cola "Like" Machine	Coca Cola	Publicis e-dologic Israel	Non-Alcoholic Drinks
8003	Prigat s Smiles Juicer	Prigat	Publicis e-dologic Israel	Non –Alcoholic Drinks

VIRALS

No Nominations

WEBSITES

7013	Dos Equis Cargo Hunt	Dos Equis	EURO RSCG New York	Alcoholic Drinks
2444	Doritos King of Ads	Pepsico Doritos	AMV BBDO London	Confectionery & Snacks
7010	M&M s Find Red	M&M s	Proximity Canada	Confectionery & Snacks

FAB Award

7015	Make The Tea.Com	Cravendale	Outside Line London	Non-Alcoholic Drinks
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FABulous Awards 2011

Packaging Design / Brand Identity / Retail Environment / Logo Design

5060 a-e	ICA Good Life	King Sweden	Health Foods
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Direct / Collateral & POS / Sales Promotion / Guerilla

1505	Bavaria Dutch Dress	Selmore The Netherlands	Bavaria	Alcoholic Drinks
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Integrated

1517	M&M s Find Red	Proximity Canada	Mars Canada	Confectionery & Snacks
1503	Solo Lucky Undies	BMF Sydney	Schweppes	Non - Alcoholic Drinks

Press / Poster / OOH / Ambient

4515	Mint Parking Tickets	BBDO Germany	Wrigley	Confectionery & Snacks
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Online / Interactive / Digital Categories

2454	Late Night	Pepsico Doritos	AMV BBDO London	Confectionery & Snacks
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GRAND FABulous 2011

1517	M&M s Find Red	Proximity Canada	Mars Canada	Confectionery & Snacks
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Agency of The Year 2011

AMV BBDO London

**Our Congratulations to
all the nominees and winners!**