

# FAB AWARDS

## Our 2020 Finalists

Supported by

Google



YouTube



CONTAGIOUS



lovely  
MOBILE NEWS



MARKETING  
COMMUNICATION  
NEWS

FAB NEWS



# The 22nd FAB AWARDS Finalists

## The Creative Awards:

Category	Title	Brand/Product	Entrant
<b>Packaging Design</b>			
Confectionery & Snacks	Covet Chocolate	Covet Chocolate	Meng Zhang, Australia
Confectionery & Snacks	Coles' Suite of Sweets	Coles Own Brand	Hulsbosch, Australia
Confectionery & Snacks	Bundlz Brand Creation	Real Handful	Midday Studio, London
Confectionery & Snacks	Fortnum & Mason Chocolates	Fortnum & Mason	Design Bridge, London
Confectionery & Snacks	Motif	Motif	Interabang, London
Baking Food & Ingredients	Figlia – Feminine by Nature	Figlia	Superunion, London
Alcoholic Drinks	Lost at Sea	Retribution Distilling	Pencil Studio, Somerset
Alcoholic Drinks	Source One Vodka	Source One	Aether NY, New York
Alcoholic Drinks	St. Agrestis Aperitifs & Digestifs	St. Agrestis	Threebrand, Edinburgh
Alcoholic Drinks	Absolut Comeback & Recycle	Absolut Vodka	Drama Queen, Stockholm
Alcoholic Drinks	Tread Softly: a wine for a new generation	Fourth Wave Wines	Denomination, Australia
Alcoholic Drinks	Good Things Brewing	Good Things Brewing Co.	Horse, London
Alcoholic Drinks	Kininvie Scotch Whisky	Kininvie	Here Design, London
Alcoholic Drinks	Tasting Notes	Tesco	Coley Porter Bell, London
Alcoholic Drinks	Villa Ascenti New Brand Creation	Diageo	Bulletproof, London
Alcoholic Drinks	Black Fire	Blackfire Tequila	Interabang, London

\* Please note that all 'Finalists' are already confirmed 'Silver' Awards and are now in contention for 'FAB' (Gold) and 'FABulous' (Best in Show) Awards.

\*\* FAB (Gold) and FABulous (Best in Show) Awards will be only be revealed at The "Virtual" Awards Ceremony. Date To Be Announced Soon.

\*\*\* Categories not mentioned do not have any 'Finalists'.

# The 22nd FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	Wessex Distillery Mythical English Gins	Wessex Gin	Boundless Brand Design, London
Health Foods	Keep It Real Baby – Fresh Organic Baby Food	Keep It Real Baby	Love Mondays Branding, Stockholm
Non-Alcoholic Drinks	Dalston’s Soda Packaging ( Outer Boxes )	Dalston’s Soda Co.	B&B Studio, London
Non-Alcoholic Drinks	Nespresso ISPIRAZIONE ITALIANA	Nespresso	Superunion, London
Non-Alcoholic Drinks	The Marvellous Ones	Nespresso	Wunderman Thompson, London
Non-Alcoholic Drinks	Offblak	Offblak	&Smith, London
Non-Alcoholic Drinks	NOgroni: A non-alcoholic, ready to drink challenger	Seedlip	Pearlfisher, New York
Non-Alcoholic Drinks	Æcorn Aperitifs: A new non-alcoholic aperitifs brand	Seedlip	Pearlfisher, New York
Pet Foods	Repositioning A Global Pet Food Brand for Growth	Fish4Dogs	WPA Pinfold, Leeds
Savoury Foods	Round the Clock-the-Clock Pizza Box	7 West Restaurant	Leo Burnett, Toronto
Special	Shangri-La Constellation Collection 2009	Shangri-La International Hotel	Design Bridge, Singapore
Sustainable	Notpla	Notpla	Superunion, London
Sustainable	Montezuma’s Positioning & Range Redesign	Montezuma’s Chocolates	Butterfly Cannon, London
Sustainable	Absolut Comeback - Recycle	Absolut Vodka	Drama Queen, Sweden

\* Please note that all ‘Finalists’ are already confirmed ‘Silver’ Awards and are now in contention for ‘FAB’ (Gold) and ‘FABulous’ (Best in Show) Awards.

\*\* FAB ( Gold ) and FABulous ( Best in Show ) Awards will be only be revealed at The “Virtual” Awards Ceremony. Date To Be Announced Soon.

\*\*\* Categories not mentioned do not have any ‘Finalists’.

# The 22nd FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>Brand Identity</b>			
Retailer	Spilt Milk Bar	Spilt Milk Bar	Safari Sundays, USA
Retailer	Super Lyan	Super Lyan	Magpie Studio, London
Alcoholic Drinks	Secret Speyside	Secret Speyside	Williams Murray Hamm, London
Alcoholic Drinks	Good Things Brewing	Good Things Brewing Co.	Horse, London
Non-Alcoholic Drinks	Senser Spirits – Lift your mind & moo	Senser Spirits	Magpie Studio, London
Non-Alcoholic Drinks	Æcorn Aperitifs: A new non-alcoholic aperitifs brand	Æcorn Aperitifs	Pearlfisher, New York
Non-Alcoholic Drinks	Orang Utan Coffee	Orang Utan Coffee	Distil Studio, Harpenden
Non-Alcoholic Drinks	NOgroni: A non-alcoholic, ready to drink challenger	Seedlip	Pearlfisher, New York
Baking Food & Cooking Ingr.	PIN: Something To Savour	PIN Cookies	Ruth Chao Studio, Hong Kong
Charitable Causes	Lamb Weston Foundation	Lamb Weston Foundation	Williams Murray Hamm, London
<b>Logo Design</b>			
Alcoholic Drinks	Reinvigorating The Spirit Behind The Brand	Shepherd Neame Brewery	Identica, London
Non-Alcoholic Drinks	NOgroni: A non-alcoholic, ready to drink challenger	Seedlip	Pearlfisher, New York
Confectionery & Snacks	Motif	Motif	Interabang, London

\* Please note that all 'Finalists' are already confirmed 'Silver' Awards and are now in contention for 'FAB' (Gold) and 'FABulous' (Best in Show) Awards.

\*\* FAB ( Gold ) and FABulous ( Best in Show ) Awards will be only be revealed at The "Virtual" Awards Ceremony. Date To Be Announced Soon.

\*\*\* Categories not mentioned do not have any 'Finalists'.

# The 22nd FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>Brand Redesign</b>			
Retailer	McDonald's - Visual Identity Design	McDonald's	Turner Duckworth London, SF & NY
Confectionery & Snacks	Raw Halo	Raw Halo	B&B Studio, London
Confectionery & Snacks	Montezuma's Positioning & Range Redesign	Montezuma's Chocolates	Butterfly Cannon, London
Savoury Foods	Bleiker's Proper Smoked Salmon	Wells & Co.	Kiss Branding, Leeds
Alcoholic Drinks	Hornitos – Visual Identity System	Hornitos	Turner Duckworth London, SF & NY
Alcoholic Drinks	Pedra No.3 White Port	Quinta Da Pedra Alta	Denomination, Australia
Special	Rubies in the Rubble	Rubies in the Rubble	Pearlfisher, London
<b>Interiors Design / Retail Environment</b>			
Retailer	Swingers West End	Swingers West End	Zachary Pulman Design Studio
Retailer	GaUCHO, Charlotte Street, London	GaUCHO Restaurants	DesignLSM, Brighton
Retailer	Sam's Riverside, Hammersmith	Sam's Riverside	DesignLSM, Brighton
Baking Food & Cooking	Creating a connected community bakery	Bread Ahead	The Yard Creative, London

\* Please note that all 'Finalists' are already confirmed 'Silver' Awards and are now in contention for 'FAB' (Gold) and 'FABulous' (Best in Show) Awards.

\*\* FAB (Gold) and FABulous (Best in Show) Awards will be only be revealed at The "Virtual" Awards Ceremony. Date To Be Announced Soon.

\*\*\* Categories not mentioned do not have any 'Finalists'.

# The 22nd FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>Press &amp; Print</b>			
Retailer	The Moldy Whopper	Burger King	INGO, Stockholm
<b>Poster / Outdoor / OOH</b>			
Retailer	The Moldy Whopper	Burger King	INGO, Stockholm
Confectionery & Snacks	Airfix	KitKat	Wunderman Thompson, London
Sustainable	Chocogeddon	Fairtrade Finland	Hasan & Partners, Helsinki
Sponsorship	Nothing But Net	McDonald's Canada	Cossette, Toronto
<b>Ambient Media</b>			
Non-Alcoholic Drinks	Feel the Force Machine	Coca Cola Zero Sugar	INGO, Stockholm

\* Please note that all 'Finalists' are already confirmed 'Silver' Awards and are now in contention for 'FAB' (Gold) and 'FABulous' (Best in Show) Awards.

\*\* FAB (Gold) and FABulous (Best in Show) Awards will be only be revealed at The "Virtual" Awards Ceremony. Date To Be Announced Soon.

\*\*\* Categories not mentioned do not have any 'Finalists'.

# The 22nd FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>TV &amp; Cinema Advertising</b>			
Retailer	Is It Still A Big Mac? Redux	McDonald's Canada	Cossette, Toronto
Retailer	Pizza Cravings	Pizza Hut	Creativeland Asia
Retailer	The Moldy Whopper	Burger King	INGO, Stockholm
Confectionery & Snacks	Fence	Cadbury Dairy Milk	VCCP, London
Confectionery & Snacks	OREO and Game of Thrones	OREO	360i, New York
Alcoholic Drinks	Liberty Fields	Guinness	AMV BBDO, London
Craft in Advertising	OREO and Game of Thrones	OREO	360i, New York
<b>Collateral &amp; POS / POP</b>			
Retailer	Friends Wanted	McDonald's Canada	Cossette, Toronto
Non-Alcoholic Drinks	Feel The Force Machine	Coca-Cola Zero Sugar	INGO, Stockholm
<b>Direct Marketing</b>			
Retailer	Friends Wanted	McDonald's Canada	Cossette, Toronto
Confectionery & Snacks	Airfix	KitKat	Wunderman Thompson, London
Alcoholic Drinks	The Future Doesn't Suck	Bacardi	BBDO New York

\* Please note that all 'Finalists' are already confirmed 'Silver' Awards and are now in contention for 'FAB' (Gold) and 'FABulous' (Best in Show) Awards.

\*\* FAB (Gold) and FABulous (Best in Show) Awards will be only be revealed at The "Virtual" Awards Ceremony. Date To Be Announced Soon.

\*\*\* Categories not mentioned do not have any 'Finalists'.

# The 22nd FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>Experiential Marketing</b>			
Retailer	See-Thru McDonald's	McDonald's Canada	Cossette, Toronto
Confectionery & Snacks	Soccer's Forgotten Superstar	Mars Chocolate	AMV BBDO, London
Special	Mutts4Trucks	Pedigree / Mobil Delvac	BBDO, New York
<b>Best Use of Technology</b>			
Non-Alcoholic Drinks	Feel The Force Machine	Coca-Cola Zero Sugar	INGO, Stockholm
<b>Branded Content &amp; Entertainment</b>			
Alcoholic Drinks	Liberty Fields Documentary	Guinness	AMV BBDO, London
Non-Alcoholic Drinks	Feel The Force Machine	Coca-Cola Zero Sugar	INGO, Stockholm
<b>Online Advertising</b>			
Dairy Products	It's Not Weird	Egg Farmers Of Canada	Cossette, Toronto
Sustainable	Chocogeddon	Fairtrade Finland	Hasan & Partners, Helsinki

\* Please note that all 'Finalists' are already confirmed 'Silver' Awards and are now in contention for 'FAB' (Gold) and 'FABulous' (Best in Show) Awards.

\*\* FAB (Gold) and FABulous (Best in Show) Awards will be only be revealed at The "Virtual" Awards Ceremony. Date To Be Announced Soon.

\*\*\* Categories not mentioned do not have any 'Finalists'.



# The 22nd FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>User Generated Content</b>			
Alcoholic Drinks	Beat Machine	Bacardí	BBDO New York
<b>Social Media / Social Business</b>			
Alcoholic Drinks	Beat Machine	Bacardí	BBDO New York
Sponsorship	Goldenless Arches	McDonald's Canada	Cossette, Toronto
<b>Integrated Campaign</b>			
Retailer	The Moldy Whopper	Burger King	INGO, Stockholm
Confectionery & Snacks	Airfix	KitKat	Wunderman Thompson, London
<b>Best Use of Media</b>			
Retailer	Friends Wanted	McDonald's Canada	Cossette, Toronto
Alcoholic Drinks	Beat Machine	Bacardí	BBDO New York

\* Please note that all 'Finalists' are already confirmed 'Silver' Awards and are now in contention for 'FAB' (Gold) and 'FABulous' (Best in Show) Awards.

\*\* FAB ( Gold ) and FABulous ( Best in Show ) Awards will be only be revealed at The "Virtual" Awards Ceremony. Date To Be Announced Soon.

\*\*\* Categories not mentioned do not have any 'Finalists'.

# The 22nd FAB AWARDS Finalists

## The Effectiveness Awards:

Category	Title	Brand/Product	Entrant
<b>Packaging Design</b>			
Alcoholic Drinks	Rejuvenating a Rascal	Thatchers	Bluemarlin, London
Non-Alcoholic Drinks	Building a Movement	Carlton Zero	WhatCameNext, Australia
<b>Brand Redesign</b>			
Non-Alcoholic Drinks	Connecting Fresca To a Younger Audience	Fresca	Taxi Studio, Bristol
Baking Food & Ingredients	Cottage Delight Rebrand	Cottage Delight	BrandOpus, London
<b>Direct</b>			
Retailer	Lidl Micromarket	Lidl	Volt, Stockholm
<b>Viral</b>			
Non-Alcoholic Drinks	For The Love Of It	Pepsi	COPA90 / PepsiCo

\* Please note that all 'Finalists' are already confirmed 'Silver' Awards and are now in contention for 'FAB' (Gold) and 'FABulous' (Best in Show) Awards.

\*\* FAB (Gold) and FABulous (Best in Show) Awards will be only be revealed at The "Virtual" Awards Ceremony. Date To Be Announced Soon.

\*\*\* Categories not mentioned do not have any 'Finalists'.

# The 22nd FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>Best Use Of Media</b>			
Non-Alcoholic Drinks	Mountain Dew & Game of Thrones “A Can Has No Name”	PepsiCo	OMD, New York
Retailer	McDonald’s RCS Campaign	McDonalds	Out There Media
<b>Experiential</b>			
Non-Alcoholic Drinks	Pepsi x2019: MTV Video Music Awards	Pepsi	OMD, New York
<b>Integrated</b>			
Retailer	McDonald’s	McDonald’s/ QSR	OMD: The Content Collective

\* Please note that all ‘Finalists’ are already confirmed ‘Silver’ Awards and are now in contention for ‘FAB’ (Gold) and ‘FABulous’ (Best in Show) Awards.

\*\* FAB ( Gold ) and FABulous ( Best in Show ) Awards will be only be revealed at The “Virtual” Awards Ceremony. Date To Be Announced Soon.

\*\*\* Categories not mentioned do not have any ‘Finalists’.

# The 22nd **FAB AWARDS** Finalists

**CONGRATULATIONS TO ALL THE FINALISTS!**

**“SEE” YOU AT THE 22nd **FAB AWARDS** “VIRTUAL” AWARDS CEREMONY**

**DATE WILL BE ANNOUNCED SHORTLY**

\* Please note that all 'Finalists' are already confirmed 'Silver' Awards and are now in contention for 'FAB' (Gold) and 'FABulous' (Best in Show) Awards.

\*\* FAB (Gold) and FABulous (Best in Show) Awards will be only be revealed at The “Virtual” Awards Ceremony. Date To Be Announced Soon.

\*\*\* Categories not mentioned do not have any 'Finalists'.