

FAB AWARDS

Our 2020 Winners

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The 22nd FAB AWARDS Winners

The Creative Awards:

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

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Category	Title	Brand / Product	Entrant	Award
Alcoholic Drinks	Wessex Distillery Mythical English Gins	Wessex Gin	Boundless Brand Design, London	Silver
Health Foods	Keep It Real Baby – Fresh Organic Baby Food	Keep It Real Baby	Love Mondays Branding, Stockh.	Silver
Non-Alcoholic Drinks	Dalston's Soda Packaging (Outer Boxes)	Dalston's Soda Co.	B&B Studio, London	Gold
Non-Alcoholic Drinks	Nespresso ISPIRAZIONE ITALIANA	Nespresso	Superunion, London	Silver
Non-Alcoholic Drinks	The Marvellous Ones	Nespresso	Wunderman Thompson, London	Silver
Non-Alcoholic Drinks	Offblak	Offblak	&Smith, London	Silver
Non-Alcoholic Drinks	NOgroni: A non-alcoholic, ready to drink challenger	Seedlip	Pearlfisher, New York	Gold
Non-Alcoholic Drinks	Æcorn Aperitifs: A new non-alcoholic aperitifs brand	Seedlip	Pearlfisher, New York	Silver
Pet Foods	Repositioning A Global Pet Food Brand for Growth	Fish4Dogs	WPA Pinfold, Leeds	Silver
Savoury Foods	Round the Clock-the-Clock Pizza Box	7 West Restaurant	Leo Burnett, Toronto	Silver
Special	Shangri-La Constellation Collection 2019	Shangri-La Intern. Hotel	Design Bridge, Singapore	Silver
Sustainable	Notpla	Notpla	Superunion, London	Gold
Sustainable	Montezuma's Positioning & Range Redesign	Montezuma's Chocolates	Butterfly Cannon, London	Silver
Sustainable	Absolut Comeback - Recycle	Absolut Vodka	Drama Queen, Sweden	FABulous

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

The 22nd FAB AWARDS Winners

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

The 22nd FAB AWARDS Winners

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

The 22nd FAB AWARDS Winners

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

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

The 22nd FAB AWARDS Winners

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

The 22nd FAB AWARDS Winners

The Effectiveness Awards:

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

The 22nd FAB AWARDS Winners

The FABulous Awards:

Title	Product	Agency	Client
Packaging Design			
Absolut Comeback/Recycle	Absolut Vodka	Drama Queen	The Absolut Co.
Brand Identity			
NOgroni: A non-alcoholic,	NOgroni ready-to-drink challenger	Pearlfisher	Seedlip
Poster / Outdoor / OOH			
The Moldy Whopper	Whopper	INGO / DAVID / PUBLICIS	Burger King
Integrated Campaign			
The Moldy Whopper	Whopper	INGO / DAVID / PUBLICIS	Burger King

The 22nd **FAB AWARDS** Winners

The FABulous Awards:

Design Agency of the Year 2020		Sponsored by FAB News	Pearlfisher
Agency of the Year 2020		Sponsored by YouTube	INGO, Stockholm
Brand / Marketer of the Year 2020		Sponsored by YouTube	Burger King

CONGRATULATIONS TO ALL THE WINNERS!

SEE YOU AT THE 23rd **FAB AWARDS IN 2021**

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LOVE, PEACE AND THE CREATIVE SPIRIT