

FAB AWARDS

Our 2021 Finalists

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The 23rd FAB AWARDS Finalists

The Creative Awards:

Category	Title	Brand/Product	Entrant
Packaging Design			
Retailer	Packaging, Your Way	Burger King	Jones Knowles Ritchie
Confectionery & Snacks	Charbonnel et Walker Seasonal Packaging	Charbonnel et Walker range	Together Design, London
Confectionery & Snacks	Small Giants-Little Critters, Big Mission	Small Giants range	Midday, London
Health Foods	Clearspring Noodles Range	Clearspring	Mayday, London
Savoury Foods	Marmite-Dynamite Limited Edition	Marmite	This Way Up, London
Savoury Foods	Dr Will's	Dr Will's range	B&B Studio, London
Alcoholic Drinks	Noble Fellows	Noble Fellows range	Our Revolution, Australia
Alcoholic Drinks	T House Time	T House Gin range	Intertype, St.Albans
Alcoholic Drinks	Black Tor Rum	Black Tor Rum	Buddy Creative, Exeter
Alcoholic Drinks	High Water-Sip the high life	High Water range	Midday, London
Alcoholic Drinks	Grainshaker	Grainshaker range	Pearlfisher, London
Alcoholic Drinks	Celebrating Jim Beveridge 40 years	Johnnie Walker Master's Ruby Reserve	Butterfly Cannon, London
Alcoholic Drinks	Glenmorangie Giftable Giraffe:A Tall Order	Glenmorangie	Butterfly Cannon, London
Alcoholic Drinks	WuDü	YuXinLong range	ShenZhen Lingyun Creative
			Packaging Design, China
Alcoholic Drinks	Floral & Peel	Floral & Peel range	Neumeister Strategic Design, Sw.

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

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Category	Title	Brand/Product	Entrant
Alcoholic Drinks	SoGood Saké	SoGood Saké	Pearlfisher, New York
Alcoholic Drinks	Orloj Absinth	Orloj Absinth	Amoth Studio, Prague
Alcoholic Drinks	Castle & Key	Castle & Key Range	Stranger & Stranger, London
Brand Identity			
Retailer	Your Way, Way Better	Burger King	Jones Knowles Ritchie
Alcoholic Drinks	New Holland Brewing Co.	New Holland Brewing Co.	Design Bridge, London
Logo Design			
Retailer	Love Triangle	Love Triangle	Interabang, London

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Category	Title	Brand/Product	Entrant
Brand Redesign			
Retailer	Your Way, Way Better	Burger King	Jones Knowles Ritchie
Baking Food & Cooking Ing.	Nairn's-Good,Honest,Simple Oats from Scotland	Nairn's	This Way Up, London
Baking Food & Cooking Ing.	Rogue Rebrand	Rogue	Boundless Brand Design, London
Alcoholic Drinks	Signature Brew	Signature Brew	B&B Studio, London
Alcoholic Drinks	More Real	Miller Genuine Draft	BrandOpus, London
Alcoholic Drinks	Brewing new tradition with the redesign of Eichhof	Eichhof	Pearlfisher, London
Alcoholic Drinks	Tres Generaciones	Tres Generaciones	Turner Duckworth:UK&USA
Alcoholic Drinks	New Holland Brewing Co.range	New Holland Brewing Co.	Design Bridge, London
Poster / Outdoor / OOH			
Confectionery & Snacks	Doritos Amplify Black Voices	Doritos campaign	OMD, New York
Savoury Foods	Ramadan Iftar Sand Clock	McDonald's	Leo Burnett KSA
Direct Marketing			
Retailer	Burger King & Friends	Burger King	Buzzman, Paris

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Category	Title	Brand/Product	Entrant
Sales Promotion			
Retailer	Dunkin' x Charli	Dunkin'	BBDO New York
Branded Content / Branded Entertainment			
Confectionery & Snacks	Ruffles&Complex: ORIDGENATORS	Ruffles	OMD, New York
Pet Foods	Dogs on Zoom	Pedigree	BBDO New York
Branded Utility			
Savoury Foods	Breathable Bacon	Black Label Bacon	BBDO Minneapolis
Social Media / Social Business			
Retailer	Dunkin' x Charli	Dunkin'	BBDO New York
User Generated Content			
Confectionery & Snacks	Feeding Imagination	Goldfish Crackers	Zulu Alpha Kilo, Canada

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Viral Marketing			
Pet Foods	Dogs on Zoom	Pedigree	BBDO New York
Baking Food&Cooking Ing.	Weetabix n Beanz	Weetabix	Weetabix Food Company
Savoury Foods	Breathable Bacon	Black Label Bacon	BBDO Minneapolis
Integrated Campaign			
Retailer	Burger King & Friends	Burger King	Buzzman, Paris
Pet Foods	One True Loyalty Program	Pedigree	BBDO New York
Confectionery & Snacks	Feeding Imagination	Goldfish Crackers	Zulu Alpha Kilo, Canada
Best Use of Media			
Confectionery & Snacks	Cheetos Crunchpop Mix Super Bowl	Cheetos	OMD, New York
Interiors Design / Retail Environment			
Retailer	Klosterhaus, Bristol	Klosterhaus	DesignLSM, Brighton
Dairy Products	Baskin Robbins Madang	Baskin Robbins	BR Korea

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The Effectiveness Awards:

Category	Title	Brand/Product	Entrant
Interiors Design / Retail Environment			
Special	Socially Distanced Dining	The Anti-Social Club	Absolute, Cornwall
Packaging Design			
Baking Food & Ingredients	Reaffirming Rowse	Valeo Foods	Bluemarlin, Bath
Non-Alcoholic Drinks	A Ridiculously Good Business	CafeDirect	Family (and friends)
Brand Redesign			
Savoury Foods	Delivering Straight Up Satisfaction	Rustlers	BrandOpus, London
Alcoholic Drinks	Harpoon IPA Redesign	Harpoon IPA	Chase Design Group
Non-Alcoholic Drinks	Horlicks – take a moment and enjoy	Horlicks	Brandon, UK
TV/Cinema Advertising			
Savoury Foods	Masters of Fish	Young's Seafood	Quiet Storm, London

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Sales Promotion			
Alcoholic Drinks	La Passeggiata	Peroni Nastro Azzurro	ignis
Alcoholic Drinks	Discover Karakuchi	Asahi Super Dry	ignis
Influencer Marketing			
Alcoholic Drinks	A Swift Story	Martell	Pernod Ricard
Non-Alcoholic Drink	MTN Dew Game Fuel 2020 Gaming Partnerships	MTN Dew Game Fuel	OMD, New York
Integrated Campaign			
Non-Alcoholic Drinks	Give yourself a Diet Coke break	Diet Coke	TMW, London

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CONGRATULATIONS TO ALL THE FINALISTS!
“SEE” YOU AT THE 23rd “VIRTUAL” FAB AWARDS CEREMONY
17th June, 2021 on YouTube

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