

# FAB AWARDS

## Our 2021 Winners

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# The 23rd FAB AWARDS Winners

## The Creative Awards:

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

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Category	Title	Brand / Product	Entrant	Award
<b>Packaging Design</b>				
Alcoholic Drinks	Floral & Peel	Floral & Peel range	Neumeister Strategic Design, Sweden	Silver
Alcoholic Drinks	SoGood Saké	SoGood Saké	Pearlfisher, New York	Gold
Alcoholic Drinks	Orloj Absinth	Orloj Absinth	Amoth Studio, Prague	Silver
Alcoholic Drinks	Castle & Key	Castle & Key range	Stranger & Stranger, London	Silver
<b>Brand Identity</b>				
Retailer	Your Way, Way Better	Burger King	Jones Knowles Ritchie	FABulous
Alcoholic Drinks	New Holland Brewing Co.	New Holland Brewing Co.	Design Bridge, London	Silver
<b>Logo Design</b>				
Retailer	Love Triangle	Love Triangle	Interabang, London	Silver

# The 23rd FAB AWARDS Winners

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

# The 23rd FAB AWARDS Winners

Category	Title	Brand / Product	Entrant	Award
<b>Direct Marketing</b>				
Retailer	Burger King & Friends	Burger King	Buzzman, Paris	Gold
<b>Sales Promotion</b>				
Retailer	Dunkin' x Charli	Dunkin'	BBDO New York	Gold
<b>Branded Content / Branded Entertainment</b>				
Confectionery & Snacks	Ruffles&Complex: ORIDGENATORS	Ruffles	OMD, New York	Silver
Pet Foods	Dogs on Zoom	Pedigree	BBDO New York	Gold
<b>Branded Utility</b>				
Savoury Foods	Breathable Bacon	Black Label Bacon	BBDO Minneapolis	Gold

# The 23rd FAB AWARDS Winners

Category	Title	Brand / Product	Entrant	Award
<b>Social Media / Social Business</b>				
Retailer	Dunkin' x Charli	Dunkin'	BBDO New York	Gold
<b>User Generated Content</b>				
Confectionery & Snacks	Feeding Imagination	Goldfish Crackers	Zulu Alpha Kilo, Canada	Silver
<b>Viral Marketing</b>				
Pet Foods	Dogs on Zoom	Pedigree	BBDO New York	Silver
Baking Food&Cooking Ingredients	Weetabix n Beanz	Weetabix	Weetabix Food Company	Gold
Savoury Foods	Breathable Bacon	Black Label Bacon	BBDO Minneapolis	Gold

# The 23rd FAB AWARDS Winners

Category	Title	Brand / Product	Entrant	Award
<b>Integrated Campaign</b>				
<b>Retailer</b>	<b>Burger King &amp; Friends</b>	<b>Burger King</b>	<b>Buzzman, Paris</b>	<b>FABulous</b>
Pet Foods	One True Loyalty Program	Pedigree	BBDO New York	Silver
<b>Confectionery &amp; Snacks</b>	<b>Feeding Imagination</b>	<b>Goldfish Crackers</b>	<b>Zulu Alpha Kilo, Canada</b>	<b>Gold</b>
<b>Best Use of Media</b>				
Confectionery & Snacks	Cheetos Crunchpop Mix Super Bowl	Cheetos	OMD, New York	Silver
<b>Interiors Design / Retail Environment</b>				
<b>Retailer</b>	<b>Klosterhaus, Bristol</b>	<b>Klosterhaus</b>	<b>DesignLSM, Brighton</b>	<b>FABulous</b>
<b>Dairy Products</b>	<b>Baskin Robbins Madang</b>	<b>Baskin Robbins</b>	<b>BR Korea</b>	<b>Gold</b>

# The 23rd FAB AWARDS Winners

## The Effectiveness Awards:

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



# The 23rd FAB AWARDS Winners

Category	Title	Brand / Product	Entrant	Award
<b>Sales Promotion</b>				
Alcoholic Drinks	La Passeggiata	Peroni Nastro Azzurro	ignis	SILVER
Alcoholic Drinks	Discover Karakuchi	Asahi Super Dry	ignis	SILVER
<b>Influencer Marketing</b>				
Alcoholic Drinks	A Swift Story	Martell	Pernod Ricard	SILVER
Non-Alcoholic Drinks	MTN Dew Game Fuel 2020 Gaming Partnerships	MTN Dew Game Fuel	OMD, New York	SILVER
<b>Integrated Campaign</b>				
Non-Alcoholic Drinks	Give yourself a Diet Coke break	Diet Coke	TMW, London	SILVER

# The 23rd FAB AWARDS Winners

## The FABulous Awards:

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# The 23rd **FAB AWARDS** Winners

The FABulous Awards:

Design Agency of the Year 2021		Sponsored by FAB News	Jones Knowles Ritchie
Agency of the Year 2021		Sponsored by YouTube	BBDO New York
Brand / Marketer of the Year 2021		Sponsored by YouTube	Burger King

**CONGRATULATIONS TO ALL THE WINNERS!**

**SEE YOU AT THE 24th ~~FAB~~ AWARDS IN 2022**

**STAY SAFE AND WELL**

**LOVE, PEACE AND THE CREATIVE SPIRIT**