

FAB AWARDS

Our 2021 Winners

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The 23rd FAB AWARDS Winners

The Creative Awards:

Category	Title	Brand / Product	Entrant	Award
Packaging Design				
Retailer	Packaging, Your Way	Burger King	Jones Knowles Ritchie	Silver
Confectionery & Snacks	Charbonnel et Walker Seasonal Packaging	Charbonnel et Walker range	Together Design, London	Gold
Confectionery & Snacks	Small Giants-Little Critters, Big Mission	Small Giants range	Midday, London	FABulous
Health Foods	Clearspring Noodles Range	Clearspring	Mayday, London	Silver
Savoury Foods	Marmite-Dynamite Limited Edition	Marmite	This Way Up, London	Gold
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
Alcoholic Drinks	T House Time	T House Gin range	Intertype, St.Albans	Gold
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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Packaging Design				
Alcoholic Drinks	Floral & Peel	Floral & Peel range	Neumeister Strategic Design, Sweden	Silver
Alcoholic Drinks	SoGood Saké	SoGood Saké	Pearlfisher, San Francisco	Gold
Alcoholic Drinks	Orloj Absinth	Orloj Absinth	Amoth Studio, Prague	Silver
Alcoholic Drinks	Castle & Key	Castle & Key range	Stranger & Stranger, London	Silver
Brand Identity				
Retailer	Your Way, Way Better	Burger King	Jones Knowles Ritchie	FABulous
Alcoholic Drinks	New Holland Brewing Co.	New Holland Brewing Co.	Design Bridge, New York	Silver
Logo Design				
Retailer	Love Triangle	Love Triangle	Interabang, London	Silver

The 23rd FAB AWARDS Winners

Category	Title	Brand / Product	Entrant	Award
Brand Redesign				
Retailer	Your Way, Way Better	Burger King	Jones Knowles Ritchie	Gold
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
Alcoholic Drinks	More Real	Miller Genuine Draft	BrandOpus, London	Gold
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, New York	Silver
Poster / Outdoor / OOH				
Confectionery & Snacks	Doritos Amplify Black Voices	Doritos campaign	OMD, New York	Silver
Savoury Foods	Ramadan Iftar Sand Clock	McDonald's	Leo Burnett KSA	Gold

The 23rd FAB AWARDS Winners

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

The 23rd FAB AWARDS Winners

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

The 23rd FAB AWARDS Winners

The Effectiveness Awards:

Category	Title	Brand / Product	Entrant	Award
Interiors Design / Retail Environment				
Special	Socially Distanced Dining	The Anti-Social Club	Absolute, Cornwall	Gold
Packaging Design				
Baking Food & Ingredients	Reaffirming Rowse	Valeo Foods	Bluemarlin, Bath	SILVER
Non-Alcoholic Drinks	A Ridiculously Good Business	CafeDirect	Family (and friends)	GOLD
Brand Redesign				
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
TV/Cinema Advertising				
Savoury Foods	Masters of Fish	Young's Seafood	Quiet Storm, London	SILVER

The 23rd FAB AWARDS Winners

Category	Title	Brand / Product	Entrant	Award
Sales Promotion				
Alcoholic Drinks	La Passeggiata	Peroni Nastro Azzurro	ignis	SILVER
Alcoholic Drinks	Discover Karakuchi	Asahi Super Dry	ignis	SILVER
Influencer Marketing				
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
Integrated Campaign				
Non-Alcoholic Drinks	Give yourself a Diet Coke break	Diet Coke	TMW, London	SILVER

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**

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LOVE, PEACE AND THE CREATIVE SPIRIT