

# FAB AWARDS

## Our 2022 Finalists

Supported by

Google



YouTube



CONTAGIOUS



MOBILE NEWS



MARKETING  
COMMUNICATION  
NEWS

FAB NEWS



# The 24<sup>th</sup> FAB AWARDS Finalists

## The Creative Awards:

Category	Title	Brand/Product	Entrant
<b>Packaging Design</b>			
Retailer	Picnic Tinned Vegetables	Picnic	big fish, London
Retailer	Fortnum & Mason Platinum Jubilee Limited Edition	Fortnum & Mason	Design Bridge
Confectionery & Snacks	Doritos Solid Black	Doritos	PepsiCo Design & Innovation
Confectionery & Snacks	Fortnum & Mason Halloween	Fortnum & Mason	Together Design, London
Confectionery & Snacks	Fortnum & Mason Easter Collection	Fortnum & Mason	Together Design, London
Confectionery & Snacks	The Good, The Bad And The Krampus	Metzger & Söhne +	Together Design, London
Health Foods	Rogue Cereals	Rogue Cereals	Boundless Brand Design
Dairy Products	Satine Organic Pure Milk	Satine	Inner Mongolia Yili Group China
Savoury Foods	The Bella Vita In Every Crust And Crumb	Crosta & Mollica	Bluemarlin
Savoury Foods	Pott's Sauces In A Can	Pott's	This Way Up, London
Alcoholic Drinks	The Azurial	The Azurial	Our Revolution, Sydney
Alcoholic Drinks	Assembly Gin Brand Creation	Assembly Gin	Middyay
Alcoholic Drinks	ZhiHou	YangYangLa	ShenZhen Lingyun Creative China
Alcoholic Drinks	Shanky's Whip Irish Whiskey Liquer	Shanky's Whip	Jenkins Studio, UK
Alcoholic Drinks	Smoke Point	Hangar 1	Stranger & Stranger
Alcoholic Drinks	Eminente Reserva	Moët Hennessy SAS	Stranger & Stranger

\* 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 24th FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	Wild Folk	Fourth Wave Wines	Denomination, Australia
Alcoholic Drinks	Tread Softly Dry Gin	Tread Softly	Denomination, Australia
Alcoholic Drinks	Greene King	Greene King	Design Bridge
Non-Alcoholic Drinks	Norlo Coffee Brand Creation	Norlo Coffee	Design Happy, UK
Non-Alcoholic Drinks	Plus & Minus	Plus & Minus	Denomination, Australia
<b>Brand Identity</b>			
Pet Foods	Aardvark. For Pets That Love The Planet	Aardvark	B&B Studio, London
Sustainable	From Plants With Love	La Vie Foods	Everland, Copenhagen
Alcoholic Drinks	Maker's Mark Visual Identity System	Maker's Mark	Turner Duckworth: London, San Francisco & New York
Non-Alcoholic Drinks	Buondi Brand Refresh	Buondi Craft	Midday

\* 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 24th FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>Brand Redesign</b>			
Retailer	Crif Dogs	Crif Dogs	Design Bridge
Health Foods	Fatt Bar	Fatt Bar	B&B Studio, London
Savoury Foods	Nut Butters Re-Imagined	Butternut Of London	The Collaborators
Alcoholic Drinks	Brewgooder: A Rebrand Brewed On Purpose	Brewgooder	Thirst, Glasgow
<b>Ambient</b>			
Alcoholic Drinks	Creativity Is Essential	Bombay Sapphire	AMV BBDO, London
<b>TV &amp; Cinema Commercials</b>			
Pet Foods	Vampire	Pedigree	BBDO New York
Savoury Foods	Chili Cheese Hands	Hormel Chili	BBDO Minneapolis
Alcoholic Drinks	Welcome Back	Guinness	AMV BBDO, London
Alcoholic Drinks	Black Shines Brightest	Guinness	AMV BBDO, London
Sponsorship & Idents	Game Of Talents	McVitie's	TBWA\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 24th FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>Direct Marketing</b>			
Pet Foods	4am Adzzz	Sheba	AMV BBDO, London
Savoury Foods	Chili Cheese Keg	Hormel Chili	BBDO Minneapolis
Alcoholic Drinks	Foodweiser	Budweiser	MullenLowe Delta, Ecuador
Ethical & Sustainable	Ecolate	LIFULL	LIFULL, Japan
Special	The 3D Printed meatballs	IKEA	INGO, Stockholm
<b>Experiential</b>			
Alcoholic Drinks	Creativity Is Essential	Bombay Sapphire	AMV BBDO, London
Alcoholic Drinks	Notes IPA	Notes IPA	Zulu Alpha Kilo, Toronto
Sustainable	The World's Most Rubbish Bar	Discarded Spirits Co.	Agency Space, London
<b>Guerilla Marketing</b>			
Confectionery & Snacks	Butterkist – Here For The Drama	Butterkist	St. Luke's, London
Alcoholic Drinks	Creativity Is Essential	Bombay Sapphire	AMV BBDO, 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 24<sup>th</sup> FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>Best Use Of Technology</b>			
Special	The 3D Printed meatballs	IKEA	INGO, Stockholm
<b>Branded Content / Branded Entertainment</b>			
Alcoholic Drinks	Conga	Bacardi	BBDO New York
<b>Mobile Apps &amp; Sites</b>			
Confectionery & Snacks	Goldfish Focus Off Lens	Goldfish Crackers	Zulu Alpha Kilo, Toronto
<b>Mobile Marketing</b>			
Pet Foods	4am Adzzz	Sheba	AMV BBDO, 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 24th FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>Social Media / Social Business</b>			
Confectionery & Snacks	Fleets	Snickers	BBDO New York
<b>Viral Marketing</b>			
Savoury Foods	Chili Cheese Keg	Hormel Chili	BBDO Minneapolis
<b>Online Advertising</b>			
Confectionery & Snacks	Game Night	Snickers	BBDO New York
Pet Foods	Put More Cat In Your Cat	Mars USA/ Nutro Cat	BBDO New York
<b>Integrated Campaign</b>			
Baking Food & Cooking Ingredients	Off The Couch Bags	Kellogg's	Leo Burnett, Toronto
Savoury Foods	Chili Cheese Hands	Hormel Chili	BBDO Minneapolis
Confectionery & Snacks	For When It's Time: Extra Gum's Pandemic Comeback.	Extra Gum	Energy BBDO, Chicago

\* 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 24<sup>th</sup> FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>Best Use of Media</b>			
Confectionery & Snacks	Fleets	Snickers	BBDO New York
Alcoholic Drinks	Creativity Is Essential	Bombay Sapphire	AMV BBDO, London
Alcoholic Drinks	Foodweiser	Budweiser	MullenLowe Delta, Ecuador
Alcoholic Drinks	Conga	Bacardi	BBDO New York
<b>Interiors Design / Retail Environment</b>			
Non-Alcoholic Drinks	Gecko Coffeehouse	Gecko Coffeehouse	The Yard Creative, London
Retailer	Pop Golf	Pop Golf	Zachary Pulman Design Studio
Retailer	Meraki Riyadh	Meraki	CADA Design, London
Retailer	The Market, 22 Bishopsgate	22 Bishopsgate	DesignLSM, Brighton

\* 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 24th FAB AWARDS Finalists

## The Effectiveness Awards:

Category	Title	Brand/Product	Entrant
<b>Packaging Design</b>			
Confectionery & Snacks	Made For Drink Pack Revise	Made For Drink	Grand Central Creative, UK
Alcoholic Drinks	Tread Softly Range	Fourth Wave Wines	Denomination, Australia
<b>Brand Redesign</b>			
Confectionery & Snacks	Native Snacks	Native Snacks	Family (and friends), UK
<b>Brand Identity</b>			
Savoury Foods	Kelly Loves Identity And Packaging	Kelly Loves	Without, London
<b>Integrated Campaign</b>			
Confectionery & Snacks	For When It's Time: Extra Gum's Pandemic Comeback	Extra Gum	Energy BBDO, Chicago

\* 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 24th FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
<b>Influencer Marketing</b>			
Retailer	Bökö By Pyhimys	Hesburger	Drama Queen Communications, Finland
<b>Best Use Of Technology</b>			
Confectionery & Snacks	Flamin' Hot Snackable Screens	Flamin' Hot	OMD, USA
<b>Branded Content &amp; Entertainment</b>			
Alcoholic Drinks	Welcome To The Republic Of Beer	Budweiser Budvar	Untold Agency, UK
<b>Best Use Of Media</b>			
Alcoholic Drinks	Reimagining Wealth Multi-Platform Campaign	Glenfiddich	Forbes, USA

\* 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 24<sup>th</sup> **FAB AWARDS** Finalists

**CONGRATULATIONS TO ALL THE FINALISTS!**  
**“SEE” YOU AT THE 24<sup>th</sup> “VIRTUAL” FAB AWARDS CEREMONY**  
**16th June, 2022 on YouTube**

\* 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'.