

# FAB AWARDS

## Our 2022 Winners

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# The 24th FAB AWARDS Winners

## The Creative Awards:

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

# The 24th FAB AWARDS Winners

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

# The 24th FAB AWARDS Winners

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

# The 24th FAB AWARDS Winners

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

# The 24th FAB AWARDS Winners

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

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

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

# The 24th FAB AWARDS Winners

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



# The 24th FAB AWARDS Winners

## The Effectiveness Awards:

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

# The 24th FAB AWARDS Winners

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



# The 24<sup>th</sup> **FAB AWARDS** Winners

The FABulous Awards:

<b>Design Agency of the Year 2022</b>		<b>Sponsored by FAB News</b>	<b>Denomination &amp; Design Bridge</b>
<b>Agency of the Year 2022</b>		<b>Sponsored by YouTube</b>	<b>AMV BBDO, London</b>
<b>Brand / Marketer of the Year 2022</b>		<b>Sponsored by YouTube</b>	<b>MARS, Incorporated</b>

**CONGRATULATIONS TO ALL THE WINNERS !**

**SEE YOU AT THE 25<sup>th</sup> FAB AWARDS IN 2023**

**STAY SAFE AND WELL**

**LOVE, PEACE AND THE CREATIVE SPIRIT**