

# FAB AWARDS

## Our 2023 Finalists

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# The 25th FAB AWARDS Finalists

## The Creative Awards:

Category	Title	Brand/Product	Entrant
<b>Packaging Design</b>			
Pet Foods	Devoted to your pet	Devoted Pet Foods	Pencil Studio, Somerset
Confectionery & Snacks	Charbonnel et Walker Easter Collection	Charbonnel et Walker	Together Design, London
Health Foods	Swee Kombucha – 100% Natural	Swee Kombucha	Bedow, Stockholm
Savoury Foods	Lamianfan Tonkotsu Ramen	Jinmailang Food	Shenzhen Tigerpan Design Co., Ltd.
Savoury Foods	Luhua Grind Sesame Oil	Luhua Group	Shenzhen Tigerpan Design Co., Ltd.
Savoury Foods	As one with the olive	Agricola Dargenio	Design Bridge and Partners
Sustainable	Hip to be Square	Bite	EVERLAND, Copenhagen
Sustainable	Waste Wise – Ugly Fishes	Willys	Nord DDB Stockholm
Alcoholic Drinks	Nikasi or other beer	Tsingtao Brewery	Shenzhen Tigerpan Design Co., Ltd.
Alcoholic Drinks	Dukang: The Wine Maker	Dukang	Shenzhen Tigerpan Design Co., Ltd.
Alcoholic Drinks	Johnnie Walker Blue Label – Cities of the Future 2220	Johnnie Walker	Butterfly Cannon, London
Alcoholic Drinks	Los Dios Magicos	Los Dios Magicos	Denomination
Alcoholic Drinks	On the Fringe	On the Fringe	Denomination
Alcoholic Drinks	Dada Chapel	Dada Chapel	Stranger & Stranger
Alcoholic Drinks	The Wine Bag	The Wine Bag	A.S Strategy, Branding & Communication, Athens

\* 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'.

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Category	Title	Brand/Product	Entrant
Alcoholic Drinks	Beefeater Crown Jewel	Beefeater Gin	Boundless Brand Design, London
Alcoholic Drinks	Angostura Tamboo Spiced Rum	Angostura Tamboo Spiced Rum.	Sidecar, Chicago
Special	Liang Bai Kai· 12 Earthy Branches	Jinmailang Beverage	Shenzhen Tigerpan Design Co., Ltd.
Ethical	Godawan Artisan Indian Single Malt	Godawan Single Malt Whisky	Butterfly Cannon, London
<b>Brand Identity</b>			
Alcoholic Drinks	Greene King Seasonal Cask Ale Calendar	Greene King	Design Bridge and Partners
Non-Alcoholic Drinks	Social Impact Coffee	Social Impact Coffee	Without, London
Non-Alcoholic Drinks	New Brand Identity for smartwater	smartwater	BVD Stockholm
<b>Brand Redesign</b>			
Retailer	Woven by Adam Smith – Storied Dining	Restaurant Coworth Park	Magpie Studio, London
Alcoholic Drinks	Les Trois Croix	Les Trois Croix	Design Bridge and Partners
Non Alcoholic Drinks	7UP Global Restage	PepsiCo	PepsiCo Design & Innovation
Non Alcoholic Drinks	Mozzo	Mozzo Coffee	B&B Studio, London

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<b>Logo Design</b>			
Retailer	That's One Funky Chicken!	Frango Assado	Design Bridge and Partners
<b>Concepts</b>			
Sustainable	Take me to the Clouds Above	Mizone	Everland, Copenhagen
<b>Press &amp; Print</b>			
Confectionery & Snacks	Here for #WagathaChristie	Butterkist	St. Luke's, London
<b>Poster / Outdoor / OOH</b>			
Health Foods	Malnutrition Labels: Nutritional Ink	Team Dole Sunshine Company	St. Luke's, London
<b>TV &amp; Cinema Commercials</b>			
Pet Foods	Cats Lose Their Cool	MARS TEMPTATIONS	MARS Petcare

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Category	Title	Brand/Product	Entrant
<b>Direct Marketing</b>			
Non Alcoholic Drinks	Placeb'eau	SPA	Happiness, Brussels
<b>Guerilla Marketing</b>			
Confectionery & Snacks	Snickers-Snickerchief	Snickers	BBDO New York
Savoury Foods	Pre-Hated Marmite	Marmite	OLIVER, London
Alcoholic Drinks	Bacardi – The Wearable Album	Bacardi	BBDO New York
<b>Best Use Of Technology</b>			
Dairy Products	The Milkmaid	La Laitière	Ogilvy Paris
<b>Mobile</b>			
Pet Foods	Pedigree – Rescue Doodles	Pedigree	BBDO New York
<b>Social Media / Social Business</b>			
Retailers	Chris P	McDonald's Canada	Cossette, Toronto

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<b>Online Advertising</b>			
Savoury Foods	Pre-Hated Marmite	Marmite	OLIVER, London
<b>Interiors Design / Retail Environment</b>			
Retailer	Gacho, Liverpool	Gacho	DesignLSM, Brighton
Retailer	The Alchemist, Spinningfields	The Alchemist	DesignLSM, Brighton
Retailer	SNAN Food Hall	SNAN	CADA Design Group
Sustainable	Four Pillars Gin Distillery 2.0	Four Pillars	Breathe, Australia

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## The Effectiveness Awards:

Category	Title	Brand/Product	Entrant
<b>Brand Redesign</b>			
Retailers	Byron Burgers: Poetry in a Bun	Byron	Taxi Studio, Bristol
Confectionery & Snacks	Nuud: Chew Plants, Not Plastic	Nuud Gum	Mother Design, London
<b>Poster / Outdoor / OOH</b>			
Confectionery & Snacks	The Flaming Billboard	Doritos	Splendid Communications – Sips & Bites
<b>Integrated Campaign</b>			
Confectionery & Snacks	M&M's – Spokescandies on Pause	M&M's	BBDO New York
<b>Mobile</b>			
Ethical	Pony Malta – Billy, the Bully Watcher	Pony Malta	Finn Partners
<b>Virals</b>			
Savoury Foods	Chili Cheese Keg	HORMEL Chili	BBDO Minneapolis

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**CONGRATULATIONS TO ALL THE FINALISTS!**  
**“SEE” YOU AT THE 25th “VIRTUAL” FAB AWARDS CEREMONY**  
**15th June, 2023 on YouTube**

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