

FAB AWARDS

Our 2023 Finalists

Supported by

Google



YouTube



CONTAGIOUS



MOBILE NEWS



MARKETING
COMMUNICATION
NEWS

FAB NEWS



The 25th FAB AWARDS Finalists

The Creative Awards:

| Category | Title | Brand/Product | Entrant |
|-------------------------|---|----------------------|--|
| Packaging Design | | | |
| 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'.

The 25th FAB AWARDS Finalists

The Creative Awards:

| 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 |
| | | | |
| Brand Identity | | | |
| 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 |
| | | | |
| Brand Redesign | | | |
| 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 |
| | | | |
| | | | |

* 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 25th FAB AWARDS Finalists

The Creative Awards:

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

* 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 25th FAB AWARDS Finalists

The Creative Awards:

| Category | Title | Brand/Product | Entrant |
|---------------------------------------|------------------------------|-------------------|---------------------|
| Direct Marketing | | | |
| Non Alcoholic Drinks | Placeb'eau | SPA | Happiness, Brussels |
| | | | |
| Guerilla Marketing | | | |
| 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 |
| | | | |
| Best Use Of Technology | | | |
| Dairy Products | The Milkmaid | La Laitière | Ogilvy Paris |
| | | | |
| Mobile | | | |
| Pet Foods | Pedigree – Rescue Doodles | Pedigree | BBDO New York |
| | | | |
| Social Media / Social Business | | | |
| Retailers | Chris P | McDonald's Canada | Cossette, Toronto |
| | | | |

* 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 25th FAB AWARDS Finalists

The Creative Awards:

| Category | Title | Brand/Product | Entrant |
|--|---------------------------------|---------------|---------------------|
| Online Advertising | | | |
| Savoury Foods | Pre-Hated Marmite | Marmite | OLIVER, London |
| | | | |
| Interiors Design / Retail Environment | | | |
| 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 |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

* 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 25th FAB AWARDS Finalists

The Effectiveness Awards:

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

* 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 25th **FAB AWARDS** Finalists

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