

FAB AWARDS

Our 2023 Winners

Supported by

Google



YouTube



CONTAGIOUS



MOBILE NEWS



MARKETING
COMMUNICATION
NEWS

FAB NEWS



The 25th FAB AWARDS Winners

The Creative Awards:

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

The 25th FAB AWARDS Winners

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

The 25th FAB AWARDS Winners

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

The 25th FAB AWARDS Winners

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

FAB AWARDS

Winners

[illegible]

The 25th FAB AWARDS Winners

The Effectiveness Awards:

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

The FABulous Awards:

[illegible]

The 25th **FAB AWARDS** Winners

The FABulous Awards:

Design Agency of the Year 2023		Sponsored by FAB News	Shenzhen Tigerpan Design Co. Ltd.
Agency of the Year 2023		Sponsored by YouTube	BBDO New York
Brand / Marketer of the Year 2023		Sponsored by YouTube	MARS, Incorporated

CONGRATULATIONS TO ALL THE WINNERS AT THE 25th **FAB AWARDS** !

SEE YOU NEXT YEAR AT THE 26th **FAB AWARDS** !

LOVE, PEACE AND THE CREATIVE SPIRIT