

FAB AWARDS

Our 2024 Finalists

Supported by



MARKETING
COMMUNICATION
NEWS

FAB NEWS



The 26th FAB AWARDS Finalists

The Creative Awards:

Category	Title	Brand/Product	Entrant
Packaging Design			
Confectionery & Snacks	Pastiglie Leone	Pastiglie Leone	Design Bridge and Partners
Confectionery & Snacks	Fortnum & Mason Boiled Sweets	Fortnum & Mason	Together Design, London
Sustainable	ONE GOOD THING	ONE GOOD THING	THIS WAY UP, London
Sustainable	Frito Lay Super Bowl LVII Compostable Bags 2023	PepsiCo	PepsiCo
Sustainable	The Lost Drop	West Cork Whiskey	Publicis Dublin
Sustainable	Luxury Redefined	Bruichladdich	James Cropper
Sustainable	Tread Softly Bagnum	Fourth Wave Wines	Denomination
Alcoholic Drinks	Laphroaig Wellie – The Boot Bag	Laphroaig Scotch Whisky	Butterfly Cannon
Alcoholic Drinks	Republic Restoratives Bourbon	Republic Restoratives	Midday Studio
Alcoholic Drinks	Divulge Wine	The Prisoner Wine Co.	Co-Partnership, Australia
Alcoholic Drinks	Shang Zun	Budweiser	Shenzhen Tigerpan Design Co., Ltd
Alcoholic Drinks	Gallus Barossa Whisky	Gallus Barossa Whisky	Denomination
Alcoholic Drinks	Paddington Lane	Paddington Lane Wines	Denomination
Alcoholic Drinks	Wine Basket	Fourth Wave Wines	Denomination
Alcoholic Drinks	LAGG	LAGG	Stranger & Stranger
Special	Tanqueray No. TEN	Tanqueray No. TEN	Design Bridge and Partners

* 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 Awards Presentation Party on Thursday, 6th June 2024.

*** Categories not mentioned do not have any 'Finalists'

The 26th FAB AWARDS Finalists

The Creative Awards:

Category	Title	Brand/Product	Entrant
Brand Identity			
Special	Coke Studios	Coke	Design Bridge and Partners
Non-Alcoholic Drinks	Slurpee Brand Evolution	Slurpee	Safari Sundays, New York
Brand Redesign			
Retailer	Harvey Nichols - Pleasurama	Harvey Nichols	Design Bridge and Partners
Confectionery & Snacks	Pastiglie Leone	Pastiglie Leone	Design Bridge and Partners
Health Foods	Freja Brand Redesign	Freja	The Collaborators, Bristol
Baking Foods & Cooking Ingredients	Isle of Wight Tomatoes	Isle of Wight Tomatoes	B&B Studio, London
Savoury Foods	Everiday	Everiday Foods	Midday Studio
Savoury Foods	Fakieh Poultry	Fakieh	Onfire Design, New Zealand
Non-Alcoholic Drinks	Pepsi Global Redesign	PepsiCo	Pepsico
Press & Print			
Photography	Courvoisier XO Royal – Live with Majesty Comms Campaign	Courvoisier	Boundless Brand Design

* 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 Awards Presentation Party on Thursday, 6th June 2024.

*** Categories not mentioned do not have any 'Finalists'

The 26th FAB AWARDS Finalists

The Creative Awards:

Category	Title	Brand/Product	Entrant
Poster / Outdoor / OOH			
Confectionery & Snacks	Doritos Dinamita: Super Bowl x Luxor®.	Doritos	OMD USA
Confectionery & Snacks	Butterkist Microwave	Butterkist	St. Luke's London
Alcoholic Drinks	Spanish not SpanISH	Estrella Galicia	Southpaw
TV & Cinema Commercials			
Confectionery & Snacks	Ring of Comfort	M&M's	BBDO New York
Retailers	KFC "We heard You"	KFC	Mother
Retailers	Ocado "Inspired Choice"	Ocado	St. Luke's London
Dairy Products	Hold My Oikos	Oikos	FCB Chicago
Direct Marketing			
Savoury Foods	Black Label Bacon "Hardcourt Smoked"	Hormel	BBDO MW
Savoury Foods	Hormel Chili "Double Dippable Chips"	Hormel	BBDO MW

* 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 Awards Presentation Party on Thursday, 6th June 2024.

*** Categories not mentioned do not have any 'Finalists'

The 26th FAB AWARDS Finalists

The Creative Awards:

Category	Title	Brand/Product	Entrant
Experiential			
Alcoholic Drinks	Cocktail Couture	Bombay Sapphire	BBDO New York
Guerrilla Marketing			
Savoury Foods	Marmite Patches	Marmite	OLIVER, London
Best Use Of Technology			
Alcoholic Drinks	BOI-1DA.I.	BACARDÍ	BBDO New York
Branded Content & Entertainment			
Confectionery & Snacks	Lay's Groundhog's Day	Lay's	OMD USA
Alcoholic Drinks	BOI-1DA.I.	BACARDÍ	BBDO New York
Alcoholic Drinks	The World's strongest Can	Voodoo Ranger	Opinionated, Portland
Branded Utility			
Alcoholic Drinks	BOI-1DA.I.	BACARDÍ	BBDO New York

* 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 Awards Presentation Party on Thursday, 6th June 2024.

*** Categories not mentioned do not have any 'Finalists'

The 26th FAB AWARDS Finalists

The Creative Awards:

Category	Title	Brand/Product	Entrant
Influencer Marketing			
Confectionery & Snacks	Ring of Comfort	M&M's	BBDO New York
Alcoholic Drinks	BOI-1DA.I.	BACARDÍ	BBDO New York
Sustainable	Oatly Works in (Almost) Everything	Oatly	Whalar
Social Media / Social Business			
Confectionery & Snacks	Reese's 'Put Peanut Butter In It'	Reese's	Mother
Savoury Foods	Marmite Patches	Marmite	OLIVER, London
Online Advertising			
Special	Uber One "Best Friends"	Uber	Mother
User Generated Content			
Savoury Foods	Marmite Patches	Marmite	OLIVER, London
Alcoholic Drinks	Lovely Day for a Guinness	Guinness	Born Social, 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 Awards Presentation Party on Thursday, 6th June 2024.

*** Categories not mentioned do not have any 'Finalists'

The 26th FAB AWARDS Finalists

The Creative Awards:

Category	Title	Brand/Product	Entrant
Integrated			
Confectionery & Snacks	Ring of Comfort	M&M's	BBDO New York
Savoury Foods	Planters "Ahhh, Nuts"	Hormel/Planters	BBDO MW
Ethical	Perdue Chix Mix	Perdue	Colle McVoy, Minneapolis
Best Use Of Media			
Retailers	Jack in the Box x Pineapple Express	Jack in the Box	Carat, USA
Confectionery & Snacks	Butterkist Microwave	Butterkist	St. Luke's London
Charitable Causes	A Better Fortune	On Your Side	The Gate London
Interiors Design / Retail Environment			
Retailers	Sam's Waterside	Genuine Restaurants	DesignLSM, Brighton
Retailers	The Alchemist, London Victoria	The Alchemist	DesignLSM, Brighton
Retailer	EL&N – Atelier La Vie	EL&N	Quadrant Design
Special	The 3rd Floor at Fortnum & Mason	Fortnum & Mason	CADA Design Group

* 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 Awards Presentation Party on Thursday, 6th June 2024.

*** Categories not mentioned do not have any 'Finalists'

The 26th FAB AWARDS Finalists

The Effectiveness Awards:

Category	Title	Brand/Product	Entrant
Brand Identity			
Special	The Kitcheneers	Alliance in Partnership	Without
Packaging Design			
Savoury Foods	Ginsters Pack	Ginsters	Bloom Design, London
TV & Cinema Commercials			
Alcoholic Drinks	Pint Sized Perfection	Thatchers Cider	Bray Leino
Alcoholic Drinks	Broadening Audiences With Beavers	Woodman Whisky	Mr. President, London
Influencer Marketing			
Retailers	Sushi & Jollibee – Bringing Joy to AJ Clementine Jollibee		Sushi Agency, London
Sales Promotion			
Confectionery & Snacks	TREK x Decathlon Everybody Active	Trek	Cat Among The Pigeons, Leeds

* 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 Awards Presentation Party on Thursday, 6th June 2024.

*** Categories not mentioned do not have any 'Finalists'

The 26th FAB AWARDS Finalists

The Effectiveness Awards:

Category	Title	Brand/Product	Entrant
Branded Content & Entertainment			
Retailers	7-Eleven: Anything Flows	Slurpee	dentsu X and Dentsu Creative
Integrated Campaign			
Non-Alcoholic Drinks	Saratoga: Pursuing The Art of Water	Saratoga Spring Water	The Lab @ BlueTriton Brands
Best Use Of Media			
Dairy Products	Put an Egg On It for Valentine's Day	Vital Farms	dentsu x

* 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 Awards Presentation Party on Thursday, 6th June 2024.

*** Categories not mentioned do not have any 'Finalists'

The 26th **FAB AWARDS** Finalists

CONGRATULATIONS TO ALL THE FINALISTS!
“SEE” YOU AT THE 26th FAB AWARDS CEREMONY
Thursday, 6th June 2024 at Rockwater, Brighton & Hove

* 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 Awards Presentation Party on Thursday, 6th June 2024.

*** Categories not mentioned do not have any 'Finalists'