

FAB AWARDS

Our 2024 Winners

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The 26th FAB AWARDS Winners

The Creative Awards:

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

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

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

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Category	Title	Brand / Product	Entrant	Award
Guerilla Marketing				
Savoury Foods	Marmite Patches	Marmite	OLIVER, London	FAB (GOLD)
Best Use Of Technology				
Alcoholic Drinks	BOI-1DA.I.	BACARDÍ	BBDO New York	FAB (GOLD)
Branded Content & Entertainment				
Confectionery & Snacks	Lay's Groundhog's Day	Lay's	OMD USA	FAB (GOLD)
Alcoholic Drinks	BOI-1DA.I.	BACARDÍ	BBDO New York	FAB & FABulous
Alcoholic Drinks	The World's strongest Can	Voodoo Ranger	Opinionated, Portland	FAB (GOLD)
Branded Utility				
Alcoholic Drinks	BOI-1DA.I.	BACARDÍ	BBDO New York	FAB (GOLD)
Influencer Marketing				
Confectionery & Snacks	Ring of Comfort	M&M's	BBDO New York	FAB (GOLD)
Alcoholic Drinks	BOI-1DA.I.	BACARDÍ	BBDO New York	Silver

The 26th FAB AWARDS Winners

Category	Title	Brand / Product	Entrant	Award
Influencer Marketing (contd.)				
Sustainable	Oatly Works in (Almost) Everything	Oatly	Whalar	Silver
Social Media / Social Business				
Confectionery & Snacks	Reese's 'Put Peanut Butter In It'	Reese's	Mother	FAB (GOLD)
Savoury Foods	Marmite Patches	Marmite	OLIVER, London	FAB (GOLD)
Online Advertising				
Special	Uber One 'Best Friends'	Uber	Mother	FAB (GOLD)
User Generated Content				
Savoury Foods	Marmite Patches	Marmite	OLIVER, London	Silver
Alcoholic Drinks	Lovely Day for a Guinness	Guinness	Born Social, London	Silver
Integrated				
Confectionery & Snacks	Ring of Comfort	M&M's	BBDO New York	FAB & FABulous
Savoury Foods	Planters "Ahhh, Nuts"	Hormel/Planters	BBDO MW	

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Integrated (contd.)				
Ethical	Perdue Chix Mix	Perdue	Colle McVoy, Minneapolis	FAB (GOLD)
Best Use Of Media				
Retailers	Jack in the Box x Pineapple Express	Jack in the Box	Carat, USA	FAB (GOLD)
Confectionery & Snacks	Butterkist Microwave	Butterkist	St. Luke's London	FAB (GOLD)
Charitable Causes	A Better Fortune	On Your Side	The Gate London	FAB (GOLD)
Interiors Design / Retail Environment				
Retailers	Sam's Waterside	Genuine Restaurants	DesignLSM, Brighton	Silver
Retailers	The Alchemist, London Victoria	The Alchemist	DesignLSM, Brighton	FAB (GOLD)
Retailer	EL&N – Atelier La Vie	EL&N	Quadrant Design	Silver
Special	The 3rd Floor at Fortnum & Mason	Fortnum & Mason	CADA Design Group	Silver

The 26th FAB AWARDS Winners

The Effectiveness Awards:

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

The 26th FAB AWARDS Winners

The Effectiveness Awards:

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The FABulous Awards:

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The 26th **FAB AWARDS** Winners

The FABulous Awards:

Design Agency of the Year 2024		Supported by FAB News	Design Bridge and Partners
Agency of the Year 2024		Supported by MarComm News	BBDO New York
Brand / Marketer of the Year 2024		Supported by MarComm News	PepsiCo

CONGRATULATIONS TO ALL THE WINNERS AT THE 26th **FAB AWARDS** !

SEE YOU NEXT YEAR AT THE 27th **FAB AWARDS** !

LOVE, PEACE AND THE CREATIVE SPIRIT