

FAB AWARDS

Our 2025 Finalists

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The 27th FAB AWARDS Finalists

The Creative Awards:

Category	Title	Brand/Product	Entrant
Packaging Design			
Confectionery & Snacks	Fortnum's Famous Animal Crackers	Fortnum & Mason	Design Bridge and Partners
Alcoholic Drinks	Tinner Bros.	Tinner Bros.	Buddy Creative, Exeter
Alcoholic Drinks	Edmond's Honor	Edmond's Honor	Vault49, New York
Alcoholic Drinks	Hennessy X.O 'Spirit of Travel' Collection	Hennessy	Knockout Design and Innovation, London
Alcoholic Drinks	Dom Pérignon X Jean-Michel Basquiat	Dom Pérignon	Servaire & Co, Paris
Alcoholic Drinks	Hendrick's Watering Can	Hendrick's	Boundless Brand Design, London
Alcoholic Drinks	Belaronte	Belaronte	Denomination
Alcoholic Drinks	Mullet	Mullett	Denomination
Non Alcoholic Drinks	Society De La Rassi	Society De La Rassi	Blurr Bureau, New York
Brand Identity			
Health Foods	SUPERKEEEN – Make friends with food	SUPERKEEN	B&B Studio, London
Sustainable	CO2 YOU	CO2 YOU	Boundless Brand Design, 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

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The Creative Awards:

Category	Title	Brand/Product	Entrant
Brand Redesign			
Retailer	Re-establishing a national icon	PizzaExpress	Mother Design, London
Retailer	Rebranding Legendary Chef José Andrés	José Andrés	Studeau Design, Kalkan KAŞ
Pet Foods	A dog is never average	Tails	Mother Design, London
Dairy Products	Bonta: Gelato from the great outdoors	Bonta	Magpie Studio, London
Dairy Product	MOMA Foods Rebrand	MOMA Foods	Together Design London
Savoury Foods	Bangin' New Look For Aagrah Foods	Aagrah Foods	Red Dot Studio, London
Savoury Foods	Amoy Brand Redesign	Amoy	Brandon Consultants, Manchester
Non-Alcoholic Drinks	Playfully Proper Tomato Juice	Longbottom & Co	Derek & Eric, London
Logo Design			
Ethical	Compassion In World Farming	Committed to Better Chicken	Born Ugly, Leeds
CRAFT in Design			
Non Alcoholic Drinks	Tesco Finest Tea	Tesco Finest Tea	Coley Porter Bell, London
Confectionery & Snacks	Fortnum's Famous Animal Crackers	Fortnum & Mason	Design Bridge and Partners
Alcoholic Drinks	Vocation Brewery	Vocation Brewery	Turner Duckworth

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Interiors Design / Retail Environment			
Retailers	Everyman Stratford	Everyman Cinemas	Fusion Design and Architecture, London
Retailers	Nando's Tunbridge Wells	Nando's Chickenland	Fusion Design and Architecture, London
Retailers	Kiki-by the Sea	Kiki-by the Sea	Sangrah, Goa
Retailers	Clavius	Clavius	LeeChen International Design Co., Taipei City
Retailers	Claro	Claro London	DLSM Studio, Brighton
Retailers	Tavola	Tavola	Faber and Company, Birmingham
Retailers	Babbo Restaurant	Babbo	Studio du Feu, London
Retailers	SIDES	SIDES	I-AM, London
Retailers	HuQQa Shisha Lounge & Turkish Restaurant	HuQQa Restaurant	Pinnacle Interiors, Dubai
Retailers	EL&N, Westfield White City	EL&N	Quadrant Design, Reading
Retailers	Rosa's Thai, Reading	Rosa's Thai	Quadrant Design, Reading
Retailers	Bar Kroketa, St. Christopher's Place	Bar Kroketa	Quadrant Design, Reading
Retailers	Super Club Roma	The Fulham Shore	3Stories, London

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Category	Title	Brand/Product	Entrant
Poster / Outdoor/ OOH			
Retailer	Smithy's Order	Deliveroo	Pablo London
Confectionery & Snacks	It's A Cake, You Biscuit!	Jaffa Cakes	TBWA\London
Health Foods	For Honey Heads	Hilltop Honey	St Luke's London
Alcoholic Drinks	Friends of Laphroaig	Laphroaig	Design Bridge and Partners
Non-Alcoholic Drinks	Where there are tacos...	Coca-Cola	Uncommon Creative Studio Stockholm
TV & Cinema Commercials			
Retailer	Owned by You, Right by You	Co-op	VCCP London
Confectionery & Snacks	Planters 'This is Duo-licious'	Planters	BBDO MW
Confectionery & Snacks	Memory	Cadbury	VCCP London
Direct Marketing			
Non Alcoholic Drinks	The PLEZi Sugar Pack	The PLEZi	Havas Chicago
Non Alcoholic Drinks	Undercover Cups	Pepsi	BBDO New York

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Category	Title	Brand/Product	Entrant
Collateral & POS			
Non Alcoholic Drinks	The PLEZi Sugar Pack	The PLEZi	Havas Chicago
Experiential			
Alcoholic Drinks	TimeSpirit	The Macallan	Master For You Agency, Barcelona
Non Alcoholic Drinks	Chase Cars	Pepsi	BBDO New York
Guerilla Marketing			
Non Alcoholic Drinks	Undercover Cups	Pepsi	BBDO New York
Non Alcoholic Drinks	Chase Cars	Pepsi	BBDO New York
Branded Content & Entertainment			
Retailers	Lunar New Year: The Invitation	Panda Express	Opinionated, Portland
Alcoholic Drinks	Sugarcane Vinyl	BACARDÍ	BBDO New York
Non Alcoholic Drinks	Chase Cars	Pepsi	BBDO New York

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The Creative Awards:

Category	Title	Brand/Product	Entrant
Influencer Marketing			
Non-Alcoholic Drinks	J2O Posh Perspectives	J2O	Whalar, London
Savoury Foods	See It, Frank's It: Big Game Play	Frank's RedHot	Colle McVoy, Minneapolis
Social Media / Social Business			
Non Alcoholic Drinks	Undercover Cups	Pepsi	BBDO New York
Non Alcoholic Drinks	Chase Cars	Pepsi	BBDO New York
Savoury Foods	Marmite Hate Activated	Marmite	U-Studio/OLIVER, London
PR			
Alcoholic Drinks	Sugarcane Vinyl	BACARDÍ	BBDO New York
Integrated			
Confectionery & Snacks	No Walkers, No Game.	Walkers crisps	VCCP, London
Confectionery & Snacks	Other Hand	Cheetos	Goodby Silverstein & Partners
Non-Alcoholic Drinks	Doctor's Orders, Try More Weird	Dr Pepper	Pablo, London

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The Creative Awards

Category	Title	Brand/Product	Entrant
Best Use of Media			
Confectionery & Snacks	Doritos in Space	Doritos	D3 (PepsiCo Foods US), OMD, Ketchum
Non Alcoholic Drinks	Undercover Cups	Pepsi	BBDO New York
Alcoholic Drinks	Sugarcane Vinyl	BACARDÍ	BBDO New York
CRAFT in Advertising			
Non-Alcoholic Drinks	Where there are tacos...	Coca-Cola	Uncommon Creative Studio Stockholm
Confectionery & Snacks	Other Hand	Cheetos	Goodby Silverstein & Partners
Alcoholic Drinks	Friends of Laphroaig	Laphroaig	Design Bridge and Partners

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The Effectiveness Awards:

Category	Title	Brand/Product	Entrant
Interiors Design / Retail Environment			
Retailers	Cornwall Airport Airside	Cornwall Airport	Absolute
Packaging Design			
Confectionery & Snacks	As Good as Gold	Tom's	Everland, Copenhagen
Posters & OOH			
Savoury Foods	Geeta's - Geeta Bit Naughty	Geeta's	Insiders
Direct			
Non Alcoholic Drinks	The PLEZi Sugar Pack	The PLEZi	Havas Chicago
Sales Promotion			
Alcoholic Drinks	Jam Shed: Spin to Win	Jam Shed	Grand Central Creative

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The Effectiveness Awards:

Category	Title	Brand/Product	Entrant
Experiential			
Confectionery & Snacks	Cheetos The Other Hand x Thrillist Escape Room	Cheetos	OMD USA
Non Alcoholic Drinks	Pepsi Freshers Tour 2024	Pepsi	ignis, London
Influencer Marketing			
Non-Alcoholic Drinks	J2O Posh Perspectives	J2O	Whalar, London
Non-Alcoholic Drinks	The Matcha Mob - A Fan Fuelled Success Story	Nami	Moby Ventures, part of the Whalar Group, USA
PR			
Savoury Foods	The World's Crispiest Bouquet	McCain Foods	Bader Rutter, Milwaukee
Integrated			
Retailer	Where London Life Happens	Greene King	TMW, London
Confectionery & Snacks	Doritos Crash The Superbowl	Doritos	OMD USA

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CONGRATULATIONS TO ALL THE FINALISTS!
“SEE” YOU AT THE 27th **FAB AWARDS CEREMONY**
Thursday, 5th June 2025 at Rockwater, Brighton & Hove

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