

# FAB AWARDS

## Our 2025 Winners

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FAB NEWS



# The 27th FAB AWARDS Winners

## The Creative Awards:

| Category                | Title                                      | Brand/Product       | Entrant                                | Award          |
|-------------------------|--|---------------------|--|----------------|
| <b>Packaging Design</b> |  |                     |  |                |
| Confectionery & Snacks  | Fortnum's Famous Animal Crackers           | Fortnum & Mason     | Design Bridge and Partners             | FAB (Gold)     |
| Alcoholic Drinks        | Tinner Bros.                               | Tinner Bros         | Buddy Creative, Exeter                 | Silver         |
| Alcoholic Drinks        | Edmond's Honor                             | Edmond's Honor      | Vault49, New York                      | Silver         |
| Alcoholic Drinks        | Hennessy X.O 'Spirit of Travel' Collection | Hennessy            | Knockout Design and Innovation, London | FAB & FABulous |
| Alcoholic Drinks        | DOM PÉRIGNON X JEAN-MICHEL BASQUIAT        | DOM PÉRIGNON        | Servaire & Co, Paris                   | FAB (GOLD)     |
| Alcoholic Drinks        | Hendrick's Watering Can                    | Hendrick's          | Boundless Brand Design, London         | Silver         |
| Alcoholic Drinks        | Belaronte                                  | Belaronte           | Denomination                           | Silver         |
| Alcoholic Drinks        | Mullett                                    | Mullett             | Denomination                           | FAB (GOLD)     |
| Non Alcoholic Drinks    | Society De La Rassi                        | Society De La Rassi | Blurr Bureau, New York                 | Silver         |
|                         |  |                     |  |                |
| <b>Brand Identity</b>   |  |                     |  |                |
| Health Foods            | SUPERKEEN – Make friends with food         | SUPERKEEN           | B&B Studio, London                     | FAB (GOLD)     |
| Sustainable             | CO2 YOU                                    | CO2 YOU             | Boundless Brand Design, London         | Silver         |
|                         |  |                     |  |                |
|                         |  |                     |  |                |

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

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

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

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## The Creative Awards:

| Category                                   | Title                          | Brand/Product | Entrant                          | Award          |
|--|--------------------------------|---------------|----------------------------------|----------------|
| <b>Collateral &amp; POS</b>                |                                |               |                                  |                |
| Non Alcoholic Drinks                       | The PLEZi Sugar Pack           | The PLEZi     | Havas Chicago                    | FAB (GOLD)     |
|  |                                |               |                                  |                |
| <b>Experiential</b>                        |                                |               |                                  |                |
| Alcoholic Drinks                           | TimeSpirit                     | The Macallan  | Master For You Agency, Barcelona | Silver         |
| Non Alcoholic Drinks                       | Chase Cars                     | Pepsi         | BBDO New York                    | Silver         |
|  |                                |               |                                  |                |
| <b>Guerilla Marketing</b>                  |                                |               |                                  |                |
| Non Alcoholic Drinks                       | Undercover Cups                | Pepsi         | BBDO New York                    | FAB & FABulous |
| Non Alcoholic Drinks                       | Chase Cars                     | Pepsi         | BBDO New York                    | FAB (GOLD)     |
|  |                                |               |                                  |                |
| <b>Branded Content &amp; Entertainment</b> |                                |               |                                  |                |
| Retailers                                  | Lunar New Year: The Invitation | Panda Express | Opinionated, Portland            | Silver         |
| Alcoholic Drinks                           | Sugarcane Vinyl                | BACARDÍ       | BBDO New York                    | FAB (GOLD)     |
| Non Alcoholic Drinks                       | Chase Cars                     | Pepsi         | BBDO New York                    | FAB (GOLD)     |
|  |                                |               |                                  |                |
|  |                                |               |                                  |                |

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## The Creative Awards:

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

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## The Creative Awards:

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



# The 27th FAB AWARDS Winners

## The Effectiveness Awards:

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

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## The Effectiveness Awards:

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

# The 27th FAB AWARDS Winners

The FABulous Awards:

| Category  | Title                                      | Brand/Product    | Entrant                                | Award          |
|---|--|------------------|--|----------------|
| <b>Interior Design &amp; Retail Environment</b> |  |                  |  |                |
| Retailers                                       | Everyman Stratford                         | Everyman Cinemas | Fusion Design and Architecture, London | FAB & FABulous |
| Retailer  | Claro                                      | Claro London     | DLSM Studio, Brighton                  | FAB & FABulous |
|   |  |                  |  |                |
| <b>Branding &amp; Packaging Design</b>          |  |                  |  |                |
| Alcoholic Drinks                                | Hennessy X.O ‘Spirit of Travel’ Collection | Hennessy         | Knockout Design and Innovation, London | FAB & FABulous |
|   |  |                  |  |                |
| <b>Advertising &amp; Innovation</b>             |  |                  |  |                |
| Retailer  | Owned by You, Right by You                 | Co-op            | VCCP London                            | FAB & FABulous |
| Non Alcoholic Drinks                            | Undercover Cups                            | Pepsi            | BBDO New York                          | FAB & FABulous |
|   |  |                  |  |                |
|   |  |                  |  |                |
|   |  |                  |  |                |
|   |  |                  |  |                |
|   |  |                  |  |                |

# The 27th **FAB AWARDS** Winners

The FABulous Awards:

|                                   |  |                           |                            |
|-----------------------------------|--|---------------------------|----------------------------|
|                                   |  |                           |                            |
|                                   |  |                           |                            |
| Design Agency of the Year 2025    |  | Supported by FAB News     | Design Bridge and Partners |
|                                   |  |                           |                            |
| Agency of the Year 2025           |  | Supported by MarComm News | BBDO New York              |
|                                   |  |                           |                            |
| Brand / Marketer of the Year 2025 |  | Supported by MarComm News | PepsiCo                    |

CONGRATULATIONS TO ALL THE WINNERS!

SEE YOU AT THE 28th **FAB** AWARDS

LOVE, PEACE AND THE CREATIVE SPIRIT