

**IT'S
WORTH
THE
FIGHT**

17th

INTERNATIONAL
FOOD AND BEVERAGE
EXCELLENCE AWARDS

CALL FOR ENTRIES

PHOTOGRAPHY TV & CINEMA RADIO PRESS PACKAGING DESIGN LOGO
POSTER & OUTDOOR RETAIL ENVIRONMENT BRAND IDENTITY DIRECT
COLLATERAL & POS SALES PROMOTION WEBSITES ONLINE ADVERTISING
MOBILE E-MAIL VIRALS INTEGRATED CAMPAIGNS BRANDED CONTENT
BRANDED ENTERTAINMENT BRAND REDESIGN GUERILLA MARKETING
MOBILE CONTENT RICH MEDIA SOCIAL MEDIA USE OF TECHNOLOGY
CHARITABLE CAUSES FAB MEDIA AWARD EFFECTIVENESS AWARDS

The FAB Awards

DEADLINE FOR ENTRIES: FEBRUARY 28, 2015

CREATIVE AWARDS

EFFECTIVENESS AWARDS

The FAB Awards is an International Creative and Effectiveness Awards programme focussed entirely on work done for Food And Beverage brands. It recognises the critical contribution that outstanding creative work makes to building brands, it identifies and rewards the leading practitioners from over 60 countries, and it acknowledges their contribution to their Clients and their Agencies.

FAB

For the best entry in each category



FABulous

Overall winner of the medium

Grand FABulous

For the single outstanding entry irrespective of category

Now in its 17th year, The FAB Awards has taken entries from many Clients, every leading Agency Network and many important Challenger Agencies from over 60 countries around the world. The FAB Agency of the Year 2014 was AMV BBDO London, Network of the Year was Leo Burnett and other FAB Awards went to 16 different countries, all presented at our Awards Dinner held in the glorious surroundings of The Hurlingham Club in London. The FAB Awards Brand of the Year 2014 was Kit Kat.

There is still no other international Awards programme which shares our focus, and The FAB Awards continues to offer Agencies and their Clients a unique opportunity.

Categories

THE RETAILERS restaurants (both fast food and formal) / hotels / bars and clubs / grocery outlets / off licences / convenience stores / petrol stations / airports & railway outlets **HEALTH FOODS** low calorie foods / low fat foods / organic foods / slimming products / sweeteners / energy drinks / vitamin and mineral supplements / lowered cholesterol products **DAIRY PRODUCTS** eggs / butter / margarine and other spreads / cheese / cream and creamers / milk / flavoured milk / milk shakes / milk desserts / yoghurts / ice cream **BAKING & SWEET FOODS** biscuits and cakes / bread / breakfast cereals / crispbread / rolls / flour and other baking products / desserts / jam / honey / peanut butter, etc / sugars and syrups **SAVOURY FOODS** meat / fish / seafood / pasta / pizza / rice / chilled and fresh delicatessen products / fresh, frozen, canned and dried fruit and vegetables / mayonnaise / vinegar and dressings / oils / soups and sauces / baby foods **ALCOHOLIC DRINKS** beers / lagers / ciders / wines and champagnes / cocktails / fortified wines / wine and spirit coolers / spirits **NON-ALCOHOLIC DRINKS** coffee / tea / drinking chocolate / malted drinks / mineral water / still and carbonated soft drinks / fruit and vegetable drinks **CONFECTIONERY & SNACKS** sweet / savourybars / bag snacks (incl. nuts, crisps, dried fruit, etc) **PET FOODS** **ENVIRONMENTAL/GREEN/ORGANIC CHARITABLE CAUSES** **PHOTOGRAPHY**

Media

AMBIENT PHOTOGRAPHY TV & CINEMA RADIO PRESS PACKAGING DESIGN LOGO POSTER & OUTDOOR RETAIL ENVIRONMENT BRAND IDENTITY DIRECT COLLATERAL & POS SALES PROMOTION WEBSITES ONLINE ADVERTISING MOBILE E-MAIL VIRALS INTEGRATED CAMPAIGNS BRANDED CONTENT GUERILLA MARKETING MOBILE CONTENT SOCIAL MEDIA USE OF TECHNOLOGY CHARITABLE CAUSES BEST USE OF MEDIA (INCLUDING INNOVATION, CREATIVE USE, EFFECTIVENESS, CONTENT OR BRAVERY) EXPERIENTIAL CAMPAIGNS REDESIGN BRANDED ENTERTAINMENT SOCIAL MEDIA/SOCIAL BUSINESS

ENTRY FORM

Please complete ONLINE form on the website. THIS is only a guide.

Phone: +44 (0) 20 8487 9552 E-Mail: info@fabawards.com Web: www.fabawards.com

Entries must be submitted by **28th February 2015 to:** **The FAB Awards, Riverbank House,
1 Putney Bridge Approach,
London SW6 3JD, England.**

(This entry form is for all entries. Complete **ONLY** the sections relevant to your entry.)

ENTRY

Advertiser/Client	<input type="text"/>	Category	<input type="text"/>
Brand	<input type="text"/>	Media	<input type="text"/>
Title/Web entry	<input type="text"/>	Date of first appearance	<input type="text"/>

Creative assets will be (please choose appropriate box for your entry and tick accordingly):

uploaded directly on website shipped to awards office send via e-mail

Are you entering Creative Awards? Are you entering Effectiveness Awards?

Are you entering BOTH Creative and Effectiveness

ENTRANT

Entrant Name	<input type="text"/>	Contact	<input type="text"/>
Address	<input type="text"/>	Job Title	<input type="text"/>
	<input type="text"/>	Direct Tel	<input type="text"/>
City & Post/ Zip code	<input type="text"/>	E-mail	<input type="text"/>
Company URL	<input type="text"/>	Main Tel	<input type="text"/>

CLIENT

Client Name	<input type="text"/>	Contact	<input type="text"/>
Job Title	<input type="text"/>	Direct Tel	<input type="text"/>
E-mail	<input type="text"/>		

AGENCY/DESIGN CONSULTANCY CREDITS

Agency Name	<input type="text"/>	Chief Creative Officer	<input type="text"/>
Company URL	<input type="text"/>	Creative Director	<input type="text"/>
Main Tel	<input type="text"/>	Writer	<input type="text"/>
Contact	<input type="text"/>	Art Director	<input type="text"/>
Job Title	<input type="text"/>	Agency Producer	<input type="text"/>
Direct Tel	<input type="text"/>	Designer	<input type="text"/>
E-mail	<input type="text"/>	Design Director	<input type="text"/>
Photographer/ Illustrator	<input type="text"/>	Typographer	<input type="text"/>
Technical Director	<input type="text"/>	Interactive Designer	<input type="text"/>
Production Company Name	<input type="text"/>	Programming	<input type="text"/>
		Account Director	<input type="text"/>
Production Company Credits: Name(s) & Job Title(s)	<input type="text"/>		

MEDIA AGENCY CREDITS

Media Agency Name	<input type="text"/>	Contact Job Title	<input type="text"/>
Contact Name	<input type="text"/>	Main/ Direct Tel	<input type="text"/>
E-mail	<input type="text"/>	Planner	<input type="text"/>
Other Credits: Name(s) & Job Title(s)	<input type="text"/>		

Use a separate sheet to submit your Brief/Strategy/Results, if required.

AGENCY OF THE YEAR 2014

AMV BBDO London



AMV BBDO London collecting their FABulous Agency of The Year 2014 Award

BRAND OF THE YEAR 2014

KIT KAT



Russell Ramsey and Ant Hill of JWT London join Kit Kat to collect the FABulous 2014 Brand of The Year Award

THE AGENCY OF THE YEAR AWARD 2015

will be presented to the Agency scoring the most points, calculated as follows:

- FABulous Award: 7 points**
- FAB Award: 4 points**
- Nomination: 2 points**
- Grand FABulous: 10 points**

In the event of a tie, the winning Agency will be identified by countback.

JUDGING AND THE AWARDS CEREMONY

The FAB Awards will be judged by international juries in London during April 2015. Nominated Finalists will be notified by 25th April 2015. The FAB Forum followed by The Awards Dinner and Presentation will be held end of May 2015, at a London Venue.

ELIGIBILITY

Any organisation anywhere in the world involved in advertising and marketing communications for food or beverage brands is eligible.

Work entered must have appeared for the first time between 1st March 2014 and should be commercially aired by 15th April 2015. ie If a project is ready although not yet released but will by Judging date, then you may still enter.

ENTRY FEES

Registration Fee: £100

Every entrant company must pay this fee to register for The FAB Awards. The fee covers our administration expense and includes one ticket to the Awards Dinner.

OPTION 1: SINGLE ENTRIES AND CAMPAIGNS

Prices are per Entry or Campaign entered.

Integrated Campaigns	£630
TV & Cinema execution:	£185
TV & Cinema campaign (up to 3 executions):	£475
Radio execution:	£150
Radio campaign (up to 3 executions):	£385
Press / Print execution:	£150
Press / Print campaign (up to 3 executions):	£325
Poster / Outdoor execution:	£150
Poster / Outdoor campaign (up to 3 executions):	£325
Experiential Campaign:	£225
Ambient Campaign:	£260
Packaging Design execution:	£150
Packaging Design range (up to 6 variants):	£260
Logo:	£120
Brand Identity (between 3 and 6 different media):	£260
Retail Environment (up to 6 views):	£260
Direct Mail execution:	£140
Direct Mail campaign (up to 5 executions):	£350
Sales Promotion campaign (up to 8 elements):	£350
Collateral & POS execution:	£150
Collateral & POS campaign (up to 6 executions):	£350
Website:	£150
Online advertising execution:	£150
Online advertising campaign (up to 3 executions):	£300
Mobile execution:	£110
Email execution:	£110
Viral execution:	£150
Branded Content:	£560
Guerilla Marketing:	£150
Mobile Content:	£150
Social Media / Social Business:	£200
Best Use of Technology:	£150
Best Use Of Media (including Innovation, Creative Use, Effectiveness, Content or Bravery):	£300
Brand Redesign:	£260
Branded Entertainment:	£560

Option 2: Special Package

Unlimited entries and a Table for 10 at the Awards Dinner (excluding wine): £5,300

An organisation/Individual Agency choosing this package can enter as much work as they want, in whatever Categories and Media they want, and bring a party of 10 people to the Awards Dinner and Ceremony.

Option 3: Special BRAND Package

Unlimited entries and a Table for 10 at the Awards Dinner (excluding wine): £5,300

A client/Individual Brand choosing this package can enter as much work as they want, in whatever Categories and Media they want, and bring a party of 10 people to the Awards Dinner and Ceremony. Restricted to a SINGLE Brand from a SINGLE Market.

Option 4: Special CLIENT Package

Unlimited entries and a Table for 10 at the Awards Dinner (excluding wine): £10,500

A client choosing this package can enter as much work as they want, in whatever Categories and Media they want, and bring a party of 10 people to the Awards Dinner and Ceremony. Open to Multiple Brands but from a SINGLE Market.

PAYMENT

Entry Fees should be paid by Bank Transfer to:

HSBC Bank, Paddington Branch, 2 Craven Road, London W2 3PY. Sort Code: 40 05 19 Account Number: 91 35 71 66
SWIFT Code: MIDL GB 22 IBAN Code: GB54MIDL40051991357166 Account Name: The FAB Awards

UK Entrants MUST ADD VAT at the prevailing rate to the Entry Fees above, and may pay by Company Cheque.

EU Entrants must supply their VAT/TVA number.

TECHNICAL DETAILS

CREATIVE AWARDS

TV & CINEMA UPLOAD

Files in AVI / MOV / MPEG2 / MPEG4 format directly to the FAB entry system online OR send a Data DVD

RADIO UPLOAD

Files directly to the FAB entry system online OR send an Audio CD

PRESS/PRINT

Upload to our website as directed or send on a CD. (image size minimum of 72dpi)

POSTER/OUTDOOR & AMBIENT MEDIA / PHOTOGRAPHY

Upload to our website as directed or send on a CD. (image size minimum of 72dpi)

PACKAGING

Sample of actual pack(s), OR upload images to our website as directed OR send images on a CD. (image size minimum of 72dpi)

BRAND REDESIGN

Sample of actual pack(s), OR upload images to our website as directed OR send images on a CD. (image size minimum of 72dpi)
Images and/or packs of Before and After

LOGO

Upload images to our website as directed OR send images on a CD + Summary of Project. (image size minimum of 72dpi)

RETAIL ENVIRONMENT

Upload images/movie file to our website as directed or send on a CD + Summary of Project. (image size minimum of 72dpi)

BRAND IDENTITY

Upload images or movie files to our website as directed OR send on a CD + Summary of Project. (image size minimum of 72dpi)

DIRECT

1 sample of actual(s), OR upload images/movie file to our website as directed or send on a CD + Summary of Project.
(image size minimum of 72dpi)

COLLATERAL & POS / GUERILLA MARKETING

1 sample of actual(s), OR upload images/movie file to our website as directed or send on a CD + Summary of Project.
(image size minimum of 72dpi)

SALES PROMOTION

1 sample of actual(s), OR upload images /movie file to our website as directed or send on a CD + Summary of Project.
(image size minimum of 72dpi)

WEBSITES

URL of website entered OR upload to our website OR send a CD

ON-LINE ADVERTISING

URL pointing to ad(s) OR upload to our website OR send a CD.

MOBILE

Upload to our website OR send on a CD OR a link to a presentation E-MAIL Upload project to our website OR send a CD.
Please include all appropriate files for any active links.

VIRAL

Upload Viral Movie Files to our website, or upload onto or send us a CD.

INTEGRATED

Upload a movie file or images to our website OR send a Data DVD. Please try and keep the Integrated Film under 3 minutes.

BRANDED CONTENT / BRANDED ENTERTAINMENT

Upload to our website or send us a Data DVD

BEST USE OF SOCIAL MEDIA / SOCIAL BUSINESS

Upload to our website OR send us a DVD OR a link pointing to the project.

BEST USE OF TECHNOLOGY / APPLICATIONS

Upload to our website OR on a Data DVD or a link pointing to the project.

BEST USE OF MEDIA (including Innovation, Creative Use, Effectiveness, Content or Bravery)

Upload movie file/images to our website OR send us a Data DVD OR send us a Board.

EXPERIENTIAL

Upload movie file/images to our website OR send us a Data DVD OR send us a Board.

WHERE NECESSARY, PLEASE SUBMIT A SUMMARY OF YOUR PROJECT ON A SEPARATE SHEET OF PAPER

EFFECTIVENESS AWARDS

You may only enter The FAB Effectiveness Awards if your project achieved atleast Nomination status in the 2014 Creative Awards at FAB or any other recognised local or global award. ie. it must have already been recognised Creatively.

For Effectiveness Entries (Advertising) please submit:

CAMPAIGN OBJECTIVES

Strategy for achieving the above objectives – describe how all the elements of your project/campaign interact with and complement one another in order to engage your target market

Detail what part media planning played in engaging your target market: Evidence of how successfully the objectives were achieved. Please include third-party verification where possible: Return on Investment

For Design Effectiveness Entries

The actual project - Pack and/or images + Sales Results, Return on Investment with specific details on how Design played a role in achieving these results.

Some Clients and Agencies whose work has been presented at The FAB Awards over the past 16 years

Agencies

.start Munich 1 Pointsize Chennai 10 Advertising Antwerp 4 design 999 Design Advico Young & Rubicam Zurich Agency Republic Agency.com London & New York Agency.com Chicago AH Puttner Red Cell Austria AHA Advertising Poland Aimaq Rapp Stolle Germany AKQA London AKQA USA Alliance Canada Aloof Design UK Amore Stockholm AMV BBDO London Anderson DDB Canada ANR.BBDO Sweden Arbrandt Sweden ARC London ARC WW Prague Archibald Ingel Stretton London Argonauten 360 Germany Armando Testa Italy Arnold Interactive London AS Louken Norway Aztec Graphics (object 9) Baumann Ber Rivnay Saatchi & Saatchi Israel BBDO Austria BBDO Amsterdam (FHV) BBDO Bangkok BBDO Chicago BBDO Duesseldorf BBDO Mexico BBDO Montreal BBDO Moscow BBDO New York BBDO Russia BBDO Stuttgart BBDO Ukraine BBDO Zagreb BBDO Interactive Germany Bartle Bogle Hegarty London BDS Beechwood Beechwood BETC EURO RSCG France Black Pencil Italy Blackburns London Bleu Blanc Rouge Canada Bloom Design Blue Marlin Blue Marlin Bath Boxer UK Brand Excel Athens Brand Lounge Germany Brand New Design The Netherlands Brandhouse WTS London Brewer Riddiford London Bruketa & Zinic Croatia BRW Milan Butcher & Gundersen London Carlsson Marketing Cawley Nea TBWA Dublin Cayenne Germany Cayenne Milan CCP Heye Vienna Circle of Friends Sweden CHI Advertising London Clemenger BBDO Australia CLM/BBDO France Cobra Beer London Cocoon Brand Design Czech Cole & Weber United Cole & Weber/Red Cell Coley Porter Bell London Contract Advertising Mumbai Cosmoblonde Germany CPM Austria Daddy Sweden Dailey Ads USA DAIS London DC Interact Design UK DDB Brussels DDB Budapest DDB Chicago DDB Dallas DDB Denmark DDB Hong Kong DDB Italia DDB London DDB Paris DDB Seattle DDB Stockholm DEC BBDO DEC BBDO Barcelona Delikatessen Germany Demner & Merlicek Vienna Design Bridge London Design Temple Mumbai Dew Gibbons London DLVBBDO Milan Doner Cardwell Hawkins London Dorland Double You Barcelona DOW Design NZ Dowcarter London Draft London DRM DDB USA Duke Paris E One Lorente Spain Economia Germany EHS Brann Cirencester Ekros Block Sweden Elephant Seven Hamburg Elephant Strategy EnVision Denmark Euro RSCG Brussels Euro Rscg Duesseldorf Euro Rscg Australia Euro Rscg France Euro Rscg London Euro Rscg Switzerland Exextra Kommunikationen Zurich Fallon London Family Noise Edinburgh FCB Austria FCB Kobza FCB Lisbon FCB New York First City Advertising London FITCH Helsingborg Food & Friends Sweden Formation Design Consultants Forsman Bodenfors Sweden Fox Murphy UK Frankel/Arc Fuse Digital Future Brand London Futurebrand Gang Films Gitam BBDO Israel Glue London Go Advertising Germany Go Film Goley Slater London Grand Union London Graphics & Design Tokyo Great Works Stockholm Grey Argentina Grey Canada Grey Copenhagen Grey Hong Kong Grey London Grey Mexico Grey Worldwide New York Grey Prague Grey Sweden Grey Trace Barcelona Grey Zagreb Grupo K Arc Hakuhodo Percept India Heye & Partner Munich HHCL Red Cell London Hirotaka Shidi Japan Honest Mechanics USA Hornall Anderson Design Works Seattle HRH Film HTTP Commincation Portugal Icon Nicholson New York Identica London Ignite Marketing IIBBDO Dublin Imago Reklamnja Zagreb Impact BBDO Dubai Innocent Drinks International Berlin Jean et Montmarin Paris JHP Design Jones Knowles Ritchie London Joshua London Just Poland Juxt Interactive JWT Argentina JWT Amsterdam (PPGH) JWT Bangkok JWT Bangalore JWT Barcelona JWT Brussels JWT Chicago JWT Frankfurt JWT H+F Zurich JWT Hamburg JWT Johannesburg JWT London JWT Madrid JWT Mexico JWT Milan JWT Mumbai JWT New York JWT Paris JWT Prague JWT Thailand JWT Venezuela JWT Vienna Karacters Design Canada Kastner Network Germany Killay Withy Punshon Australia KNSK.BBDO Germany Kolle Rebbe Werbeagentur Germany Lambesis Advertising USA Landor London Landor New York Landor Paris Landor Turkey Lawton E Marketing Southampton LDV Red Cell Belgium Leo Burnett Amsterdam Leo Burnett Brussels Leo Burnett Columbia Leo Burnett Chicago Leo Burnett Dubai Leo Burnett France Leo Burnett Hong Kong Leo Burnett India Leo burnett Italy Leo Burnett London Leo Burnett Melbourne Leo Burnett Peru Leo Burnett Portugal Leo Burnett Singapore Leo Burnett Stockholm Leo Burnett Sydney Leo Burnett Taipei Leo Burnett Tokyo Leo Burnett Toronto Leo Burnett Turkey Less Rain Lewis Moberly London LFH Brand Identity LG&F Belgium LGK Bern Linkness Italy Lorenzo Marini Associates Italy Lodducca Brazil Lowe Athens Lowe Bangalore Lowe Bangkok Lowe Brindfors Lowe Brussels Lowe Denmark Lowe Finland Lowe GGK Lowe Helsinki Lowe India Lowe Istanbul Lowe London Lowe Mumbai Lowe Makati City The Phillipines Lowe Pirella Italy Lowe Venezuela Lundberg & CO. Sweden Magnetic North UK Maria Staniakki Greece Marini Dotti & Assoc. Italy Mark Making Marketing Store London Marketing Store Birmingham Martin Willams Advertising USA Mayer McCann Bratislava McCann Austria McCann Belgium McCann Berlin McCann Budapest McCann Barcelona McCann China Mccann Dublin McCann Erickson Japan McCann Erickson Korea McCann Erickson Russia McCann France McCann Frankfurt McCann Hong Kong McCann Keshar Berel Israel McCann London McCann Madrid McCann Mumbai McCann Munich McCann New York McCann Russia McCann Sydney Maclaren McCann Canada Media Reach London Meme Digital London Michael Conrad

Agencies (contd.)

Leo Burnett Frankfurt Milk Greece Minale Tattersfield London Momo Levy France Mountain Design The Netherlands MRM Berlin MRM France MRM Zentropy Mudra Communications India Navy Blue Edinburgh Navy Blue London New Norway Object 9 Louisiana Ogilvy Activation Sweden Ogilvy Brussels Ogilvy Cape Town Ogilvy Copenhagen Ogilvy Design Sweden Ogilvy Dublin Ogilvy London Ogilvy Interactive London Ogilvy One Dubai Ogilvy Frankfurt Ogilvy Hong Kong Ogilvy Norway Ogilvy Portugal Ogilvy Sweden Ogilvy Vienna O'Keefe Australia Orchard India Owens DDB Ireland Pemberton & Whitefoord London Pancentric UK Para Film Denmark Paris Venise Design France Parker Williams Design London Park Village Productions London Partners London Patricia Murphy Films London Pearlfisher London Pentagram London Pepto Lab Australia Percept Hakuodo India PG Lion Resources Australia Pink Film Company London Philip und Keuntje Germany PHS TBWA Helsinki Pilot Interactive Plenum Cologne Plenum Stoll Fischba Germany Primo Angelli Fitch USA Principles Agency Proximity Australia Proximity Germany Proximity London Publicis Dialog London Publicis Frankfurt Publicis London Publicis New York Publicis Rome Publicis Stockholm Publicis Vienna Puigfalco Barcelona Pure Equator PY Darcy Usa QMP Publicis Dublin Quattro Saatchi Brussels Rainey Kelly Campbell Roalfe Y&R London Reach Design Bristol Real Branding USA Red Design Consultants Greece Red Rocket Exeter Reuveni Pridan Israel Ruiz & Company Barcelona Saatchi & Saatchi China Saatchi Denmark Saatchi & Saatchi Madrid Saatchi NY Saatchi Simko Switzerland Saatchi Sweden Sandstrom Design USA Scaffner & Conzelmann Scanad Norway Schaffner Design Schitto Shmodde Waack Scholz & Friends Berlin Scholz & Friends London Scholz Stockholm Schoz & Friends Hamburg Schultze Walther Zahel Seachange Creative London SEK & Grey Helsinki Shalmor Y&R Israel Show Films Portugal Siebert Head London Silver Sweden Simmer Smith Brothers Pittsburgh Spektakulaer Germany Spillman Felser Leo Burnet Zurich Sponge Sydney Spot Thompson Athens Springtime Sweden Springer & Jacoby Austria Springer & Jacoby Germany Springetts London STB Design Stenstrom Red Cell Sweden Suburban Films Swamp Leeds Taivas Finland Tangram Design Italy Taxi Canada Taxi Studio Bristol Tayburn Brands Scotland Tutssels London TBWA Berlin TBWA Germany TBWA London TBWA Madrid TBWA Nea Cawley TBWA Paris TBWA Raad UAE Team Saatchi London Tequila London Tequila New York Tequila Singapore TF Marketing Croatia The Farm creative Factory USA The Formation London The Grand Union London The Union Ediburgh Tokushinsha Film Corp Japan Tiempo BBDO Barcelona Tullo Marshall Warren London Touche Etoile France Tribal DDB Australia Tribal DDB London TRIGGER Gothenberg Triton India Turner Duckworth London & San Francisco ULF Berlin VBAT Identities Amsterdam Viertakt Germany View Portugal Vitruvio Leo Burnett Madrid VVL BBDO Belgium Waechter & Partner Germany Watt International USA Webb Scarlett London Wheel UK Williams Murray Hamm London Wirz Switzerland Wunderman Chicago Y&R Austria Y&R Belgium Y&R Budapest Y&R Frankfurt Y&R Germany Y&R Mattingly Australia Y&R Madrid Y&R Mexico Y&R New York Y&R Israel Y&R Venezuela Zentropy Partners London Zentropy Partners Germany Ziggurat Brands London

Clients

Absolut, Abbro Brygen, Agroles, Afri Cola, AG Barr, Albert Heijn, Allied Domecq, Altoids, Anheuser Busch, Aquafina, Arla Foods, Avonmore, Bacardi Martini, Bailey's, Bakaliko, Barilla, Baxters, Belhaven, Benecol, Birds Eye Walls, Birdland (HK), Boots Piramal, Boursin, Britvic Soft Drinks Ltd, Burger King, Budweiser, Burt's Potatoe Chips, Cadbury, Carte D'or, Campbells, Campina, California Juice, Campari Group, Candia, Capri Sun, Carling, Carlsberg, Castle Bier, Coop, Corona, Crown Royal, CIDIL, Charal, Chef Boyardee, Chivas Regal, Chupa Chups, Cobra Beer, Coffee Republic, Coors, Carlton United, Coca Cola, Dalmore, Danone, Dairy Queen, Danish Bacon, Danone, Dettling, Diageo, Donato's Pizza, Douwe Egberts, Drambuie, Edlinger, Evian, Falcon Beer, Fanta, Ferrero, Fortnum & Mason, Fox's Confectionery, Flora, GlaxoSmithKline, Gerber Foods, Golden Wonder, Gordon's Gin, Greene King, Guinness, Hartwall, Heals, H J Heinz, Heineken, Hellmanns, Heredia, Homepride, Holsten, Horlicks, Hovis, Hula Hoops, Innocent, Interbrew, Interquell, John Smith's, Johnnie Walker, Jose Cuervo, Kelloggs, Kenco, Knorr Soups, Kit Kat, Kraft Foods, Kronjast, Lea & Perrins, Le Barran, Lipton Teas, Lion Eggs, Lucozade, Luigi Lavazza, Lurpak, Maggi, Malibu, Malteser's, Mars, Migros, Marmite, Masterfoods, McCoys Special, McDonalds, McVities, M&M's, Metaxa, Migros, Miller Brewing, Minute Maid, Moet Hennessy, Mountain Dew, Muller Dairy, Nestle, Nescafe, Nesquik, Nestea, OLW, Orbit, Ouzo, Oxo, Parmalat, Paulaner, PepsiCo, Perfetti Van Melle, Perrier, Pizza Hut, Pragan, Pripps Bla, Procter & Gamble, PG Tips, Purina, Quaker, Reddi Whipp, Rosemount Wines, Red Bull, Revel's, Rose's Marmalade, Ribena, Sabritas, Safeway, Sainsbury's, Seven Up Inc., Scottish Lamb, Showbound Naturals, Skyy Blue, Sierra Mist, Soy Andina, Smirnoff, Snickers, Somerfield, Sprite, Starbucks, Stella Artois, SMP - PSL, Strongbow, Tabasco, Talisker, Tango, Tazer, Teboil, Tennent's, Tine Dairy, Toblerone, Tuborg, Twix, Typhoo Tea, Unilever BestFoods, United Breweries, Van Den Bergh Foods, Vin Esmeralda, Vivil, Venge Vineyard's, Vladivar, Waitrose, Walkers Crisps, Wall's, Warburton's, Wendy's, Westbay Metz, William Grant, Wrigley, Yoplait, Young's Seafood.



Pearlfisher London win FABulous in Packaging Design for Lurpak



Graham Shearsby and Team Design Bridge win FABulous for Tanquaray No.10



Multiple FAB Awards and FABulous for adam&eDDB London



AdForum presents FABulous in TV Advertising to Wieden + Kennedy London



A FAB night for Ingo Stockholm and Family Business Sweden



Kit Kat and JWT London were FABulous



Contagious presents FABulous to McDonald's and Leo Burnett Chicago for Literacy Store



The Leo Burnett Network had a FABulous show



Here Design win a Brand Identity FAB Award for Plum and Spilt Milk



JWT Germany – A FAB Award in Direct



Kellogg's and Carat win in Advertising Effectiveness



Cheers!



A FAB Award for Mountain Dew and BBDO New York



Reverse Innovation Italia with a Packaging Design FAB



AMV collect on behalf of Harvey's and BBDO Toronto



Lay's and Energy BBDO/ Xi Chicago with an Advertising Effectiveness FAB Award



Pepsi Max and Arnold KLP win FAB



See you at The FAB Awards 2015

Venue @The FAB Awards



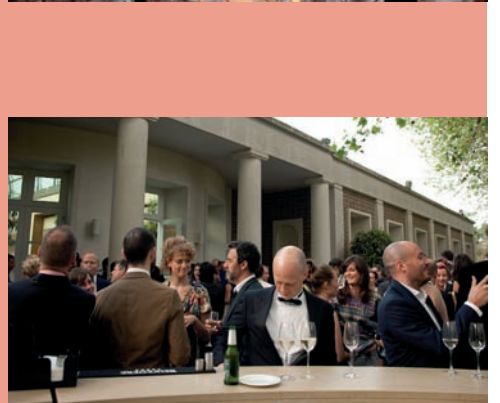
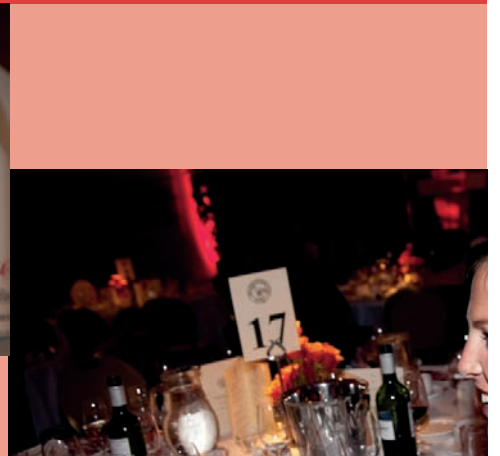
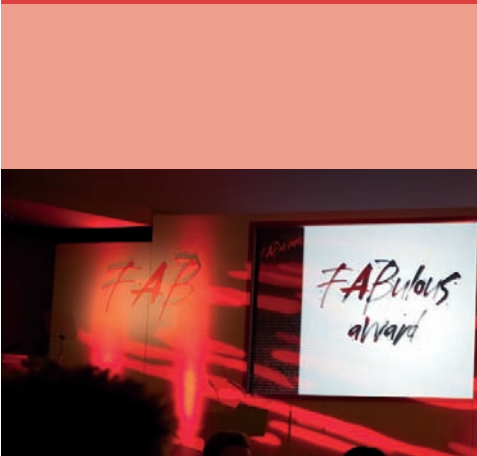
Fashion @The FAB Awards



People @The FAB Awards



Awards @The FAB Awards



Our thanks to our Supporters:



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