

# The 20<sup>th</sup> *FAB* Awards



INTERNATIONAL  
**FOOD AND BEVERAGE**  
CREATIVE EXCELLENCE AWARDS

## THE FINALISTS LIST 2018

Supported by:



**CREATIVE AWARDS:****Packaging Design**

Category	Title	Brand/Product	Agency
<b>Retailer</b>	Burger King Holiday 2017	Burger King	Turner Duckworth: UK & USA
<b>Confectionery &amp; Snacks</b>	Christmas Collection	Charbonnel et Walker	Together Design, London
<b>Confectionery &amp; Snacks</b>	Florentines	Fortnum & Mason	Design Bridge, London
<b>Health Foods</b>	Minnamame	Minnamame	Yindee Design, Thailand
<b>Baking Foods &amp; Cooking Ing.</b>	Amagansett Sea Salt Rebrand	Amagansett Sea Salt	Safari Sundays, New York
<b>Savoury Foods</b>	Zizzi Takeaway Packaging	Zizzi	Pearlfisher, London
<b>Alcoholic Drinks</b>	LoneWolf Spirits Range	LoneWolf Spirits	B&B Studio, London
<b>Alcoholic Drinks</b>	St Erhard Packaging	St Erhard	Bedow, Stockholm
<b>Alcoholic Drinks</b>	Wine Range	Raimondi Amarone	CH Graphiste, Stockholm
<b>Alcoholic Drinks</b>	Karhu Limited Edition	Karhu	Design Bridge, London
<b>Alcoholic Drinks</b>	Choose Love Limited Edition	Smirnoff	Design Bridge, London
<b>Alcoholic Drinks</b>	Baseball Packaging 2017	Miller Lite	Turner Duckworth: UK & USA
<b>Alcoholic Drinks</b>	Archie Rose X Horisumi Gin Series	Archie Rose	Squad Ink, Australia
<b>Alcoholic Drinks</b>	Tanqueray Flor De Sevilla	Tanqueray	Design Bridge, London
<b>Non-Alcoholic Drinks</b>	The Beautea	Beautifood	Supperstudio, Spain
<b>Non-Alcoholic Drinks</b>	GREK Tea	GREK	Interabang, London
<b>Special</b>	SAS Cube	SAS Scandinavian Airlines	deSter, Belgium

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## Brand Identity

Category	Title	Brand/Product	Agency
Retailer	Tonight Josephine & Bar Elba	Tonight Josephine	Junction Studio, London
Non-Alcoholic Drinks	Disrupting the California Coffee Scene	Bandido	Magpie Studio, London

## Concept (Design & Packaging)

Category	Title	Brand/Product	Agency
Alcoholic Drinks	Limited Edition Lantern Pack	Courvoisier	Studio Minerva, London

## Brand Redesign

Category	Title	Brand/Product	Agency
Retailer	Subway Visual Identity	Subway	Turner Duckworth: UK & USA
Alcoholic Drinks	Visual Identity Redesign	Tuborg	Turner Duckworth: UK & USA

## Interiors / Retail Environment

Category	Title	Brand/Product	Agency
Retailer	Demoiselle by Galvin	Galvin Restaurants	DesignLSM, Brighton
Retailer	Galvin Dubai	Galvin Restaurants	DesignLSM, Brighton
Retailer	Lotte Food Avenue	Lotte	CADA Design, London
Retailer	Nobu Downtown	Nobu	Rockwell Group, New York
Retailer	The Albert	The Albert	Rockwell Group, New York

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## The 20<sup>th</sup> *FAB* Awards: The Finalists

Category	Title	Brand/Product	Agency
Retailer	The Scenery of Fuchun	TAKAO 1972, Kunming Branch	Next Design Group, Taiwan
Retailer	BÖKAN London	BÖKAN London	Mystery Ltd, London
Retailer	Naturally	Naturally	FormRoom, London

### Press & Print

Category	Title	Brand/Product	Agency
Confectionery & Snacks	Brighter Together Campaign	M&M's	BBDO New York
Savoury Foods	How Do You Like Your Eggs? Campaign	The Incredible Egg	Energy BBDO Chicago
Savoury Foods	Make Every Dish a Little Adventure	Tenderstem®	McCann Bristol

### Poster / Outdoor / OOH

Category	Title	Brand/Product	Agency
Retailer	Mobile Menu	McDonald's	Cossette, Canada
Retailer	Follow the Arches	McDonald's	Cossette, Canada
Dairy Products	Where There's Fab There's Fun Campaign	Fab	Isobel, London
Photography	Tea Society Campaign	Society Tea	Black Swan Life Communications, India

### Ambient Media

Category	Title	Brand/Product	Agency
Retailer	McCoins	McDonald's	Nord DDB Stockholm

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**TV & Cinema Advertising**

Category	Title	Brand/Product	Agency
<b>Retailer</b>	Go All Out for Great Taste of America	McDonald's	Leo Burnett London
<b>Pet Foods</b>	General Howe's Dog	Pedigree	BBDO New York
<b>Pet Foods</b>	Pick Me	Pedigree	BBDO New York
<b>Confectionery &amp; Snacks</b>	Recovery Room	Snickers	BBDO New York
<b>Confectionery &amp; Snacks</b>	You're Off Your Game When You're Hungry	Snickers	BBDO New York
<b>Confectionery &amp; Snacks</b>	Mum's Birthday	Cadbury Dairy Milk	VCCP, London
<b>Confectionery &amp; Snacks</b>	Happy Birthday Campaign	Wrigley's Gum	AMV BBDO, London
<b>Baking Food &amp; Cooking Ing.</b>	Pride & Breadjudice	Warburtons	WCRS, London
<b>Savoury Foods</b>	We'll Fill in While You Fill Up Campaign	Campbell's Chunky	BBDO New York
<b>Alcoholic Drinks</b>	Made of More Football Stories Campaign	Guinness Africa	AMV BBDO, London
<b>Non-Alcoholic Drinks</b>	Cuptroopers	Modo Mio Jolie + Star Wars	Armando Testa, Italy
<b>Non-Alcoholic Drinks</b>	Be More Berocca	Berocca	J. Walter Thompson London
<b>Non-Alcoholic Drinks</b>	Flat What?	McDonald's	Leo Burnett London

**Radio Advertising**

Category	Title	Brand/Product	Agency
<b>Retailer</b>	Beef Fairytales Campaign	McDonald's	Leo Burnett London
<b>Confectionery &amp; Snacks</b>	Hunger Spotter	Snickers	AMV BBDO, London

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## Guerrilla Marketing

Category	Title	Brand/Product	Agency
Confectionery & Snacks	The Hungry TV Channel	Snickers	AMV BBDO, London

## Experiential Campaigns

Category	Title	Brand/Product	Agency
Confectionery & Snacks	The Glass and a Half Shop	Cadbury Dairy Milk	VCCP, London
Alcoholic Drinks	Probably TEDx	Carlsberg	Happiness/An FCB Alliance, Brussels
Alcoholic Drinks	Art Without Labels	Bombay Sapphire	BBDO New York

## Best Use of Technology

Category	Title	Brand/Product	Agency
Pet Foods	The Pedigree Adoptable Mask	Pedigree	BBDO New York
Alcoholic Drinks	Snapchat Music Video	Bacardí	BBDO New York

## Mobile Marketing

Category	Title	Brand/Product	Agency
Confectionery & Snacks	M&M's and Friends	M&M's	BBDO New York

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### Branded Content & Entertainment

Category	Title	Brand/Product	Agency
Savoury Foods	Serious Meat	New Zealand Jerky	North Inc, USA
Alcoholic Drinks	Music Liberates Music	Bacardi	BBDO New York
Alcoholic Drinks	Compton Cowboys	Guinness	AMV BBDO, London
Non-Alcoholic Drinks	Dew's New Driver: ESPN Interview	Mountain Dew	BBDO New York

### Online Marketing

Category	Title	Brand/Product	Agency
Savoury Foods	Recipe Reality Check	Campbell's	BBDO New York
Alcoholic Drinks	Music Liberates Music	Bacardi	BBDO New York
Non-Alcoholic Drinks	#ReleaseThePressure	Mirinda	BBDO India

### Influencer Marketing

Category	Title	Brand/Product	Agency
Confectionery & Snacks	Crossy Roads for Real	KitKat	J. Walter Thompson London

### User Generated Content

Category	Title	Brand/Product	Agency
Confectionery & Snacks	M&M's and Friends	M&M's	BBDO New York

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## Social Media / Social Business

Category	Title	Brand/Product	Agency
Confectionery & Snacks	M&M's and Friends	M&M's	BBDO New York
Savoury Foods	Pinterest Intercept	Campbell's	BBDO New York
Alcoholic Drinks	Here to Serve Campaign 2017	Tennent's Lager	Bright Signals, Scotland

## Integrated Campaigns

Category	Title	Brand/Product	Agency
Retailer	Big Mac x Bacon Collaboration	McDonald's	Cossette, Canada
Retailer	Reindeer Ready	McDonald's	Leo Burnett London
Baking Food & Cooking Ing.	Pride & Breadjudice	Warburtons	WCRS, London
Alcoholic Drinks	Let the Deed Show	Aberlour	Williams Murray Hamm, London
Non-Alcoholic Drinks	#ReleaseThePressure	Mirinda	BBDO India

## Best Use of Media

Category	Title	Brand/Product	Agency
Retailer	Follow the Arches	McDonald's	Cossette, Canada
Retailer	Big Mac 50: BFI IMAX Wrap Around	McDonald's	Leo Burnett London
Confectionery & Snacks	The Hungry TV Channel	Snickers	AMV BBDO, London
Alcoholic Drinks	Snapchat Music Video	Bacardi	BBDO New York
Alcoholic Drinks	Probably TEDx	Carlsberg	Happiness/An FCB Alliance, Brussels

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**EFFECTIVENESS AWARDS:****Packaging Design**

Category	Title	Brand/Product	Agency
Dairy Products	Single Origin Cold Brew Coffee Range	Hunt and Brew	Boxer & Co, Australia
Alcoholic Drinks	Hortus Gin Liqueurs Range	Hortus	Design Activity, Bristol
Non-Alcoholic Drinks	Highland Spring-A Modern Scottish Classic	Highland Spring	Taxi Studio & Touch Pack Design, UK

**Brand Redesign**

Category	Title	Brand/Product	Agency
Alcoholic Drinks	Carlsberg - A Story of Brand Reinvigoration	Carlsberg EXPØRT	Taxi Studio, Bristol

**Interiors / Retail Environment**

Category	Title	Brand/Product	Agency
Retailer	Hagkaup Smaralind: Happy Shopping!	Hagkaup	M Worldwide Ltd, London

**Direct Marketing**

Category	Title	Brand/Product	Agency
Savoury Foods	Idahoan Perfect Mash	Idahoan Foods	Aesop Agency, London

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Category	Title	Brand/Product	Agency
Alcoholic Drinks	Never Gonna GIF You Up	Absolut Vodka	Sebton Co, Stockholm
Non-Alcoholic Drinks	Pepsi x Empire 2.0	Pepsi	OMD, USA

## Online Marketing

Category	Title	Brand/Product	Agency
Baking Food & Cooking Ing.	#FuelForTheRealFit	Quaker Oats	BBDO India

## Social Media / Social Business

Category	Title	Brand/Product	Agency
Alcoholic Drinks	Cultural Commentary & Community Management	Captain Morgan	Gravity Road, London

## Integrated Campaigns

Category	Title	Brand/Product	Agency
Non-Alcoholic Drinks	McCafé Madness	McDonald's	Leo Burnett London

**CONGRATULATIONS TO ALL THE FINALISTS!**

**SEE YOU AT THE 20<sup>TH</sup> *FAB* AWARDS CEREMONY**

**THURSDAY, MAY 24<sup>TH</sup> AT THE HURLINGHAM CLUB IN LONDON.**

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