



The 21st *FAB* Awards

..... The Finalists 2019

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The Creative Awards:**Packaging Design**

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	The Daily Greek Range	The Daily Greek	A.S. Advertising, Athens
Retailer	Free From Range	Waitrose & Partners	Williams Murray Hamm, London
Confectionery & Snacks	The Wolseley Range	Wolseley Retail Collection	Together Design, London
Confectionery & Snacks	POP Range	POP	B&B Studio, London
Confectionery & Snacks	Mooncakes Range	Starbucks	Design Bridge, London
Confectionery & Snacks	F&M County Biscuits	Fortnum & Mason	Design Bridge, London
Confectionery & Snacks	Jacob's	Jacob's	Pearlfisher, London
Baking Food & Ingredients	Butter Bike Co. Range	Butter Bike Co. Peanut Butters	Buddy Creative, Exeter
Baking Food & Ingredients	Wainwright's Range	Wainwright's	Bluemarlin, London
Baking Food & Ingredients	Allinson's Range	Allinson's Bread	Springetts, London
Alcoholic Drinks	Mac. by Brookie's	Mac. by Brookie's	Co-Partnership, Sydney
Alcoholic Drinks	Mariestads - The Great Journey of Taste	Mariestads	Neumeister Strategic Design, Stockholm
Alcoholic Drinks	Los Locos de la Bahía Range	Los Locos de la Bahía	Supperstudio, Bilbao
Alcoholic Drinks	The Pursuit of Better Beer - Danish by Design	Carlsberg	Taxi Studio, Bristol
Alcoholic Drinks	Uovo	Uovo	Denomination, London
Alcoholic Drinks	The Surrey Copper Distillery Collection	The Surrey Copper Distillery	Nude Brand Creation, London
Alcoholic Drinks	Ballantine's 17-Year-Old Seoul Limited Edition	Ballantine's	Bluemarlin, London

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Alcoholic Drinks	BEARFACE	BEARFACE	Pearlfisher, London
Non-Alcoholic Drinks	7Up Global Vintage Pack	7Up Global	PepsiCo Design & Innovation
Non-Alcoholic Drinks	Tick Tock Wellbeing	Tick Tock Teas	Turner Duckworth London, San Francisco & New York
Non-Alcoholic Drinks	Coconut Milk	Coconut Milk	Leo Burnett Canada

Brand Identity

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Chop Chop	Chop Chop	Leo Burnett Canada
Pet Foods	Yora Insect Based Food for Dogs	Yora	Junction Studio, Brighton
Health Foods	Helping You Go Faster and Further	High 5	Elmwood, London
Health Foods	Neuriva	Neuriva	Design Bridge, London
Dairy Products	YQ by Yoplait	YQ by Yoplait	Pearlfisher, New York
Baking Food & Ingredients	Etna Pasticceria Graniteria	Etna Pasticceria Graniteria	Raineri Design, Brescia
Alcoholic Drinks	CUT RUM Brand Identity	CUT RUM	Butterfly Cannon, London
Alcoholic Drinks	Crafting One of the World's Most Iconic Identities	Carlsberg	Taxi Studio, Bristol
Non-Alcoholic Drinks	FIX8	FIX8 Kombucha	B&B Studio, London
Non-Alcoholic Drinks	Infinite Session	Infinite Session	B&B Studio, London
Non-Alcoholic Drinks	21 Sid: Dolce Handmade	21 Sid	Williams Murray Hamm, London
Charitable Causes	Baking Extraordinary Futures	Bread & Beyond	Elmwood, London

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Logo Design

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Alcoholic Drinks	Crafting an Iconic Logo	Carlsberg	Taxi Studio, Bristol
Sponsorship & Idents	Bouncing Arches	McDonald's	Cossette, Toronto

Brand Redesign

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Canada's Favourite Restaurant & Ice Hockey Player	Tim Hortons	Turner Duckworth London, San Francisco & New York
Retailer	Free From Range	Waitrose & Partners	Williams Murray Hamm, London
Retailer	Harvey Nichols Food Collection	Harvey Nichols	Smith&+Village, London
Confectionery & Snacks	Real Handful Brand Re-Launch	Real Handful	Midday Studio, London
Baking Food & Ingredients	The Pudding Stop	The Pudding Stop	Distil Studio, Harpenden
Savoury Foods	Crosse & Blackwell isn't Your Average Tinned Soup	Crosse & Blackwell	BrandOpus, London
Alcoholic Drinks	Gotlands Bryggeri - Brand & Packaging Redesign	Gotlands Bryggeri	Neumeister Strategic Design, Stockholm
Alcoholic Drinks	Tarquin's Cornish Gin	Tarquin's	Buddy Creative, Exeter
Alcoholic Drinks	Mortlach: The Beast of Dufftown	Mortlach	Co-Partnership, Sydney
Non-Alcoholic Drinks	Normal is Boring for Truemark	Truemark	BrandOpus, London
Special	Letting the Freak Flag Fly	Freaks of Nature	BrandOpus, London
Special	Revitalising Kellogg's	Kellogg's	Landor Associates, London

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Interiors Design / Retail Environment

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Create Your Inner Glo: Flagship Restaurant	Glo Restaurants	M Worldwide, London
Retailer	Avobar London	Avobar	DesignLSM, Brighton
Retailer	Felix Warley	Felix Restaurants	DesignLSM, Brighton
Retailer	Yukanna Authentic Japanese Restaurant	Yukanna	Taste Space, Bangkok
Retailer	Aldi "Project Fresh" Store Redesign	Aldi	CADA Design, London
Retailer	Starbucks Reserve Roastery New York, Tokyo & Milan	Starbucks Reserve Roastery	Starbucks Creative, Global Design & Innovation
Confectionery & Snacks	Il Gelato Come Una Volta	GROM	JHP Design, London
Savoury Foods	Ichiba: Europe's Largest Japanese Food Hall	Ichiba	CADA Design, London

Press & Print

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Confectionery & Snacks	You're Dramatic When You're Hungry	Snickers	BBDO New York
Confectionery & Snacks	Jerk / Apology	Snickers	BBDO New York
Savoury Foods	Dividing the Nation	Marmite	OLIVER Agency, London

Poster / Outdoor / OOH

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Trolling	Lidl Mince Pie	TBWA London
Retailer	McNuggets - Chart	McDonald's	Leo Burnett London

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Confectionery & Snacks	You're Dramatic When You're Hungry	Snickers	BBDO New York
Photography	Tea Society Campaign	Society Tea	Black Swan Life, Mumbai

Ambient Media

Category	Title	Brand/Product	Entrant
Retailer	Craft a Wester Whopper	Burger King	Ingo Stockholm
Alcoholic Drinks	Art in Progress	Bombay Sapphire	BBDO New York
Non-Alcoholic Drinks	Pee Palette	Al Ain Water	Leo Burnett Dubai

Guerilla Marketing

Category	Title	Brand/Product	Entrant
Retailer	Craft a Wester Whopper	Burger King	Ingo Stockholm
Retailer	Not Big Macs	Burger King	Ingo Stockholm
Confectionery & Snacks	Uniforms Against Malnutrition	Kellogg's	Leo Burnett Mexico

Radio Advertising

Category	Title	Brand/Product	Entrant
Confectionery & Snacks	3pm Brainstorms Campaign	Snickers	BBDO New York
Confectionery & Snacks	3pm Brainstorms: Credit card	Snickers	BBDO New York

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TV & Cinema Advertising

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Sipping is Believing	Dunkin'	BBDO New York
Retailer	Swimmer	McDonald's - Saver Menu	Leo Burnett London
Pet Foods	Dog Dates	Pedigree	AMV BBDO, London
Confectionery & Snacks	Ahmend	Snickers	BBDO New York
Confectionery & Snacks	Rap Battle	Snickers	AMV BBDO, London
Savoury Foods	Chicken Talk TV Campaign	Sanderson Farms	BBDO Atlanta
Alcoholic Drinks	Dance Floor	Bacardi	BBDO New York
Alcoholic Drinks	Absolut #NoSugarCoating	Absolut Grapefruit	360i, New York
Alcoholic Drinks	Clear	Guinness	AMV BBDO, London

Collateral & POS / POP

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Not Big Macs	Burger King	Ingo Stockholm

Shopper Marketing

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Not Big Macs	Burger King	Ingo Stockholm

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Direct Marketing

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	The Royal Bucket	KFC	Iris Worldwide, London
Confectionery & Snacks	One for Two	Snickers	BBDO New York
Confectionery & Snacks	Uniforms Against Malnutrition	Kellogg's	Leo Burnett Mexico
Alcoholic Drinks	"Jump" Limited Edition Vinyl	Bacardi	BBDO New York
Non-Alcoholic Drinks	Fearless Kota #BottleOfLove	Horlicks	FCB India

Sales Promotion

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Hahon Hohaho Hie	McDonald's	Beacon/Leo Burnett Tokyo
Confectionery & Snacks	One for Two	Snickers	BBDO New York

Experiential Marketing

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Craft a Wester Whopper	Burger King	Ingo Stockholm
Pet Foods	Dog Dates	Pedigree	AMV BBDO, London
Confectionery & Snacks	Secret Santa	Cadbury	VCCP, London
Sustainable	Eatree Plates	LIFULL	LIFULL / Peak Inc., Japan
Alcoholic Drinks	Build the Danish Way	Carlsberg	Fold7 + Hyperactive, London

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Best Use of Technology

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Craft a Wester Whopper	Burger King	Ingo Stockholm

Branded Content & Entertainment

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	CappuChinos	Dunkin'	BBDO New York
Retailer	The Away Game	Tim Hortons	Zulu Alpha Kilo, Toronto
Confectionery & Snacks	The 85-Year-Old Regret	5 Gum	Energy BBDO, Chicago
Confectionery & Snacks	Déjà vu	Snickers	AMV BBDO, London
Alcoholic Drinks	Music Liberates Music 2.0	Bacardí	BBDO New York
Alcoholic Drinks	The Time We Have Left	Ruavieja	Leo Burnett Madrid
Alcoholic Drinks	True Bohemians	Budvar	Untold Agency, London
Non-Alcoholic Drinks	Fearless Kota #BottleOfLove	Horlicks	FCB India

Branded Utility

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Confectionery & Snacks	Uniforms Against Malnutrition	Kellogg's	Leo Burnett Mexico
Dairy Products	Noon Assembly	Kwality Dairy	McCann Worldgroup, India

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Mobile Marketing

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Simple	McCafé	Leo Burnett Dubai
Retailer	Craft a Wester Whopper	Burger King	Ingo Stockholm
Alcoholic Drinks	InstantJams	Bacardí	BBDO New York

Online Advertising

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	CappuChinos	Dunkin'	BBDO New York
Retailer	Complete Waste of Hands	Dunkin'	BBDO New York
Retailer	Snack Sized Ads	Dunkin'	BBDO New York
Confectionery & Snacks	Grandma	Snickers	BBDO New York
Confectionery & Snacks	Unsmooth Moments Campaign	Snickers	BBDO New York
Confectionery & Snacks	Finally, Free	Twix	BBDO New York
Confectionery & Snacks	The 85-Year-Old Regret	5 Gum	Energy BBDO, Chicago
Alcoholic Drinks	Music Liberates Music 2.0	Bacardí	BBDO New York
Alcoholic Drinks	The Time We Have Left	Ruavieja	Leo Burnett Madrid

User Generated Content

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Alcoholic Drinks	Music Liberates Music 2.0	Bacardí	BBDO New York

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Viral Marketing

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Savoury Foods	#FARMLANDxSUPREME Lookbook	Farmland	Doner, Michigan
Alcoholic Drinks	The Time We Have Left	Ruavieja	Leo Burnett Madrid
Non-Alcoholic Drinks	Legal-ade	Country Time Lemonade	Leo Burnett Chicago

Social Media / Social Business

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Complete Waste of Hands	Dunkin'	BBDO New York
Confectionery & Snacks	Déjà vu	Snickers	AMV BBDO, London
Savoury Foods	#FARMLANDxSUPREME Lookbook	Farmland	Doner, Michigan
Special	Kraft Now Pay Later	The Kraft Heinz Company	Leo Burnett Chicago

Integrated Campaigns

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Sipping is Believing	Dunkin'	BBDO New York
Pet Foods	Dog Dates	Pedigree	AMV BBDO, London
Confectionery & Snacks	Corporate Apology	Snickers	BBDO New York
Alcoholic Drinks	The Time We Have Left	Ruavieja	Leo Burnett Madrid
Non-Alcoholic Drinks	Legal-ade	Country Time Lemonade	Leo Burnett Chicago

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Non-Alcoholic Drinks	Horlicks Fearless Songs	Horlicks	FCB India
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Best Use of Media

Category	Title	Brand/Product	Entrant
Retailer	Not Big Macs	Burger King	Ingo Stockholm
Pet Foods	Fetch Across the Internet	Pedigree	BBDO New York

The Effectiveness Awards:

Packaging Design

Category	Title	Brand/Product	Entrant
Retailer	Convenient Quality	One Stop	Cowan London
Retailer	From Own Label to Own Brand	Tesco	Coley Porter Bell, London
Dairy Products	Reinventing the Australian Yoghurt Market	YoPRO	Cowan Australia
Alcoholic Drinks	Hennessy VSOP Privilège 200th Anniversary Edition	Hennessy VSOP Privilège	Butterfly Cannon, London
Alcoholic Drinks	Warner Edwards	Warner Edwards	Biles Hendry, London
Special	Revitalising Kellogg's	Kellogg's	Landor Associates, London

Brand Identity

Category	Title	Brand/Product	Entrant
Health Foods	Neuriva	Neuriva	Design Bridge, London
Alcoholic Drinks	Proper Job Brand Identity	St Austell Brewery	TMW Unlimited, London

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Brand Redesign

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Little Caesars - Visual Identity System	Little Caesars	Turner Duckworth London, San Francisco & New York
Baking Food & Ingredients	Allinson's, Pioneers in the Bread Category	Allinson's Bread	BrandOpus, London
Baking Food & Ingredients	Treat - Fun in the Middle to Drive End Results	Treat	Bluemarlin, London
Sustainable	Packing the Meat Free Category Full of Flavour	Quorn	Bulletproof, London
Alcoholic Drinks	Cruzcampo Rediscovered Its Historic Character	Cruzcampo	Bulletproof, London
Special	Honest Crust - Where 'Eating Good Is Doing Good'	Honest Crust	Ape Creative, Brighton

Interiors Design / Retail Environment

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Aldi "Project Fresh" Store Redesign	Aldi	CADA Design, London
Health Foods	SushiDog Westfield Kiosk	SushiDog	The Yard Creative, London

Sales Promotion

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Alcoholic Drinks	Bold Discoveries	Trivento	Grand Central Creative, London

Experiential Marketing

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Dairy Products	48 Hour Collection	Häagen-Dazs	Space Agency, London

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Branded Content & Entertainment

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Non-Alcoholic Drinks	Fearless Kota #BottleOfLove	Horlicks	FCB India

Online Advertising

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Non-Alcoholic Drinks	Brand Campaign 2.0	Nescafé Dolce Gusto	Jellyfish, Brighton

Social Media / Social Business

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Earned Media Roundhouse Kick	Hesburger	Drama Queen Communications, Finland
Non-Alcoholic Drinks	From Moscow to the Maldives	IRN-BRU	Leith, Edinburgh

Integrated Campaigns

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Retailer	Big Mac 50th Anniversary	McDonald's	Leo Burnett London
Dairy Products	Let's Play	Häagen-Dazs	Space Agency, London
Non-Alcoholic Drinks	I See Vimto In You	Vimto	Quiet Storm, London

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Ethical

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>
Special	JDE Common Grounds	JDE Common Grounds	Design Bridge, London

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