



The 21st *FAB* Awards

..... The Winners & Finalists 2019

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The Creative Awards:**Packaging Design**

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

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Alcoholic Drinks	The Surrey Copper Distillery Collection	The Surrey Copper Distillery	Nude Brand Creation, London	Silver
Alcoholic Drinks	Ballantine's 17-Year-Old Seoul Limited Edition	Ballantine's	Bluemarlin, London	Silver
Alcoholic Drinks	BEARFACE	BEARFACE	Pearlfisher, London	FAB
Non-Alcoholic Drinks	7Up Global Vintage Pack	7Up Global	PepsiCo Design & Innovation	FAB
Non-Alcoholic Drinks	Tick Tock Wellbeing	Tick Tock Teas	Turner Duckworth London, San Francisco & New York	Silver
Non-Alcoholic Drinks	Coconut Milk	Coconut Milk	Leo Burnett Canada	Silver

Brand Identity

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

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Non-Alcoholic Drinks	21 Sid: Dolce Handmade	21 Sid	Williams Murray Hamm, London	Silver
Charitable Causes	Baking Extraordinary Futures	Bread & Beyond	Elmwood, London	Silver

Logo Design

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

Brand Redesign

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

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Non-Alcoholic Drinks	Normal is Boring for Truemark	Truemark	BrandOpus, London	<i>FAB</i>
Special	Letting the Freak Flag Fly	Freaks of Nature	BrandOpus, London	Silver
Special	Revitalising Kellogg's	Kellogg's	Landor Associates, London	Silver

Interiors Design / Retail Environment

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

Press & Print

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

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Poster / Outdoor / OOH

Category	Title	Brand/Product	Entrant	Awards
Retailer	Trolling	Lidl Mince Pie	TBWA London	Silver
Retailer	McNuggets - Chart	McDonald's	Leo Burnett London	Silver
Confectionery & Snacks	You're Dramatic When You're Hungry	Snickers	BBDO New York	Silver
Photography	Tea Society Campaign	Society Tea	Black Swan Life, Mumbai	Silver

Ambient Media

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

Guerilla Marketing

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

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Radio Advertising

Category	Title	Brand/Product	Entrant	Awards
Confectionery & Snacks	3pm Brainstorms Campaign	Snickers	BBDO New York	Silver
Confectionery & Snacks	3pm Brainstorms: Credit card	Snickers	BBDO New York	<i>FAB</i>

TV & Cinema Advertising

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

Collateral & POS / POP

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

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Shopper Marketing

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

Direct Marketing

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

Sales Promotion

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

Experiential Marketing

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

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Pet Foods	Dog Dates	Pedigree	AMV BBDO, London	<i>FAB</i>
Confectionery & Snacks	Secret Santa	Cadbury	VCCP, London	Silver
Sustainable	Eatree Plates	LIFULL	LIFULL	Silver
Alcoholic Drinks	Build the Danish Way	Carlsberg	Fold7 + Hyperactive, London	Silver

Best Use of Technology

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

Branded Content & Entertainment

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

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Branded Utility

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

Mobile Marketing

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

Online Advertising

<u>Category</u>	<u>Title</u>	<u>Brand/Product</u>	<u>Entrant</u>	<u>Awards</u>
Retailer	CappuChinos	Dunkin'	BBDO New York	Silver
Retailer	Complete Waste of Hands	Dunkin'	BBDO New York	<i>FAB</i>
Retailer	Snack Sized Ads	Dunkin'	BBDO New York	Silver
Confectionery & Snacks	Grandma	Snickers	BBDO New York	<i>FAB</i>
Confectionery & Snacks	Unsmooth Moments Campaign	Snickers	BBDO New York	Silver
Confectionery & Snacks	Finally, Free	Twix	BBDO New York	<i>FAB</i>
Confectionery & Snacks	The 85-Year-Old Regret	5 Gum	Energy BBDO, Chicago	Silver

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Alcoholic Drinks	Music Liberates Music 2.0	Bacardí	BBDO New York	Silver
Alcoholic Drinks	The Time We Have Left	Ruavieja	Leo Burnett Madrid	Silver

User Generated Content

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

Viral Marketing

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

Social Media / Social Business

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

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Integrated Campaigns

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

Best Use of Media

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

The Effectiveness Awards:

Packaging Design

Category	Title	Brand/Product	Entrant	Awards
Retailer	Convenient Quality	One Stop	Cowan London	Silver
Retailer	From Own Label to Own Brand	Tesco	Coley Porter Bell, London	Silver
Dairy Products	Reinventing the Australian Yoghurt Market	YoPRO	Cowan Australia	Silver

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Alcoholic Drinks	Hennessy VSOP Privilège 200th Anniversary Edition	Hennessy VSOP Privilège	Butterfly Cannon, London	Silver
Alcoholic Drinks	Warner Edwards	Warner Edwards	Biles Hendry, London	<i>FAB</i>
Special	Revitalising Kellogg's	Kellogg's	Landor Associates, London	Silver

Brand Identity

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

Brand Redesign

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

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Interiors Design / Retail Environment

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

Sales Promotion

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

Experiential Marketing

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

Branded Content & Entertainment

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

Online Advertising

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

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Social Media / Social Business

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Retailer	Earned Media Roundhouse Kick	Hesburger	Drama Queen Communications, Finland	Silver
Non-Alcoholic Drinks	From Moscow to the Maldives	IRN-BRU	Leith, Edinburgh	Silver

Integrated Campaigns

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

Ethical

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

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FAB Design Agency of the Year

BrandOpus, London

YouTube *FAB* Agency of the Year

BBDO New York

YouTube *FAB* Brand / Marketer of the Year

Mars, Incorporated

CONGRATULATIONS TO ALL THE WINNERS & FINALISTS.

SEE YOU AT THE 22ND *FAB* AWARDS CEREMONY NEXT YEAR!

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