



TENTH
INTERNATIONAL
FOOD AND BEVERAGE
Creative Excellence Awards

NOMINATIONS & WINNERS 2008

RETAIL ENVIRONMENT

Entrant	Brand/Product	Client	Category
Fitch Design Consultants	M&S Kitchen	Marks & Spencer	The Retailers
No nominations in the other categories			

PACKAGING DESIGN

Entrant	Brand/Product	Client	Category
Reach Design Bristol	Johnsons Juice co. Fresh Juices	Daniels	Non-Alcoholic Drinks
Turner Duckworth: London & San Francisco	Coca-Cola Classic Packaging	The Coca-Cola Company	Non-Alcoholic Drinks
FAB Award PearlFisher London	Innocent Drinks	This Water	Non-Alcoholic Drinks
Blackburns Design London	Sloe Gin	Alcoholic	Drinks
FAB Award Sandstrom Design Portland	St.Germain Liqueur		Alcoholic Drinks
Landor Associates	Landor Wine	Landor	Alcoholic Drinks
FAB Award Family Business	Absolut Disco	V&S Absolut Spirits –Sweden-	Alcoholic Drinks
Kolle Rebbe Werbeagentur GmbH	Oil	the garage winery e.k. Anthony Robert Hammond	Savoury Foods
FAB Award Cowan London	Heinz Farmers Market	Heinz	Savoury Foods

PACKAGING DESIGN - continued

Entrant	Brand/Product	Client	Category
FAB Award Turner Duckworth: London & San Francisco	Honey Bee	Waitrose Ltd	Baking & Sweet Foods
FAB Award Ziggurat Brands	Munchy Seeds		Health Foods

No nominations in the other categories

BRAND IDENTITY

Entrant	Brand/Product	Client	Category
Williams Murray Hamm	St.James's Restaurant	Fortnum & Mason	The Retailers
Williams Murray Hamm	The Gallery Restaurant	Fortnum & Mason	The Retailers
Williams Murray Hamm	The Parlour Restaurant	Fortnum & Mason	The Retailers
Williams Murray Hamm	Heineken LED Font	Heineken UK	Alcoholic Drinks
FAB & FABulous Award Turner Duckworth: London & San Francisco	Coca-Cola Identity	The Coca-Cola Company	Non-Alcoholic Drinks

No nominations in the other categories

DIRECT MAIL

Entrant	Brand/Product	Client	Category
FAB Award Publicis Dialog	Laphroaig Quarter Cask	Beam Global Distribution	Alcoholic Drinks
Tullo Marshall Warren	Organics: Foodscapes	Sainsbury's	Health Foods
Tullo Marshall Warren	Taste the Difference	Sainsbury's	Savoury Foods

No nominations in the other categories

INTEGRATED CAMPAIGNS

Entrant	Brand/Product	Client	Category
FAB Award Publicis Dialog	Teacher's Whisky	Beam Global Spirits & Wine	Alcoholic Drinks
Cole & Weber United	Colt 45 Malt Liquor	Pabst Brewing Company	Alcoholic Drinks
AMV.BBDO	Tipping Point	Diageo	Alcoholic Drinks
FAB Award McCann Erickson Japan Inc.	Coca-Cola Vending Machine	Coca-Cola Company Japan	Non-Alcoholic Drinks
BBDO New York	M&M's	Mars Snack Food US	Confectionery & Snacks

No nominations in the other categories

COLLATERAL & P.O.S.

Entrant	Brand/Product	Client	Category
BBD0 New York	Milky Way	Mars Snack Food US	Confectionery & Snacks
FAB & FABulous Award .start GmbH	Real Big Burgers Paper Bag	Burger King	The Retailers
No nominations in the other categories			

SALES PROMOTION

Entrant	Brand/Product	Client	Category
Publicis Dialog	Teacher's Whisky	Beam Global Spirits & Wine	Alcoholic Drinks
FAB Award Chemistry Communications	Cadbury Mini Rolls	Premier Foods -Manor Bakeries-	Confectionery & Snacks
No nominations in the other categories			

GUERRILLA MARKETING

Entrant	Brand/Product	Client	Category
FAB Award Energy BBD0 Chicago	Orbit	Wrigley's	Confectionery & Snacks
FAB Award BBD0 Duesseldorf GmbH	Hubba Bubba	Wrigley's	Confectionery & Snacks
BBD0 New York	Pepsi	Pepsi	Non-Alcoholic Drinks
No nominations in the other categories			

POSTER/OUTDOOR/AMBIENT

Entrant	Brand/Product	Client	Category
DDB London	Harvey Nichols	Food Market	The Retailers
FAB Award Leo Burnett Chicago	Fresh Salads	McDonald's	The Retailers
Saatchi & Saatchi France	Iam's Pet Foods		Pet Foods
FAB Award BBD0 Duesseldorf	Toothbrush	Wrigley's	Confectionery
FAB Award Arla Foods	Spilt Milk Snout	Lactofree	Health Foods
Arla Foods	Spilt Milk Grazing	Lactofree	Health Foods
Arla Foods	Spilt Milk Campaign	Lactofree	Health Foods
FAB & FABulous Award Press & Poster Arla Foods	Spilt Milk Snout	Lactofree	Dairy Products
Arla Foods	Spilt Milk Grazing	Lactofree	Dairy Products
Arla Foods	Spilt Milk Campaign	Lactofree	Dairy Products
McCann Erickson London	Microwave	HJ Heinz	Photography

POSTER/OUTDOOR/AMBIENT - continued

Entrant	Brand/Product	Client	Category
FAB Award McCann Erickson London	Sliced Bottle	HJ Heinz	Photography
DDB Stockholm	Serviettes	McDonald's	Savoury Foods
McCann Erickson London	Avenue/Trees/Lily Pad	HJ Heinz	Savoury Foods
BBD0 New York	Bulls	Guinness	Alcoholic Drinks
BBD0 New York	City/Bulls/Concert	Guinness	Alcoholic Drinks
BBD0 Duesseldorf	Dare for More	Pepsi	Non-Alcoholic Drinks
No nominations in the other categories			

PRESS ADVERTISING

Entrant	Brand/Product	Client	Category
BPG Kuwait	Waiting	Gaucho Grill	The Retailers
AMV BBD0 London	Apple/Devil/Shark	Mars	Confectionery & Snacks
BBD0 Duesseldorf	Toothbrush	Wrigley's	Confectionery & Snacks
ARLA Foods	Spilt Milk Snout	LactoFree	Health Foods
ARLA Foods	Spilt Milk Snout	LactoFree	Dairy Products
McCann Erickson India	Sweet Bread	Kneady's Bakery	Baking & Sweet
McCann Erickson London	Sliced Bottle	HJ Heinz	Savoury Foods
Shalmor Avnon Amichay (Y&R Israel)	Diner	Heinz	Savoury Foods

FAB Award Shalmor Avnon Amichay (Y&R Israel) Burn		Heinz	Savoury Foods
BBD0 Duesseldorf	Dare for More	Pepsi	Non-Alcoholic Drinks
No nominations in the other categories			

TELEVISION ADVERTISING

Entrant	Brand/Product	Client	Category
Heye & Partner	Prison Visit	McDonald's	The Retailers
Leo Burnett London	Barbie	McDonald's	The Retailers
FAB Award Leo Burnett Chicago	Blowhole Bob	Altoids	Confectionery & Snacks
Leo Burnett Chicago	Altoids Chocolate Dip Mints	Altoids	Confectionery & Snacks
Energy BBD0 Chicago	We are Sweet	Lifesavers	Confectionery & Snacks
JWT Paris	Ultimate Break	Kit Kat	Animation Craft
FAB & FABulous Award Fallon London	Gorilla	Dairy Milk	Confectionery & Snacks
DDB London	Paddington	Marmite	Health Foods

TELEVISION ADVERTISING - continued

Entrant	Brand/Product	Client	Category
FAB Award Y&R Mexico	Hand	Danone Danup	Dairy Products
Arla Foods	LactoFree	Arla	Dairy Products
Fallon London	Heritage	Ben & Jerry's	Dairy Products
Leo Burnett Chicago	Extreme	Frosted Flakes	Baking & Sweet
JWT London	Love Story	Kellogg's Corn Flakes	Baking & Sweet
FAB Award DDB Melbourne	Christine	Heinz Baked Beans	Savoury Foods
McCann Erickson London	Ladybugs Picnic	Heinz Salad Cream	Savoury Foods
McCann Erickson London	Passed Around	Mum's Own	Savoury Foods
DDB Stockholm	Blob/Nose/Bird	McDonald's	Savoury Foods
DDB London	Paddington	Marmite	Savoury Foods
Publicis Hal Riney	Men's Room	Pinnacle Foods	Savoury Foods
BMB Agency London	Out	Carling	Alcoholic Drinks
FAB Award Saatchi Sweden	Fisherman	Falcon	Alcoholic Drinks
AMV BBDO London	Tipping Point	Guinness	Alcoholic Drinks
Leo Burnett Australia	Only in Australia	Bundaberg Rum	Alcoholic Drinks
DDB Chicago	Swear Jar/Opera Wave/Dude	BudLight	Alcoholic Drinks
JWT London	Sea	Smirnoff	Alcoholic Drinks
Saatchi Sweden	Hard to pick, easy to eat	Jokk	Non Alcoholic Drinks
Wieden & Kennedy Portland	It's Mine	Coca Cola	Non Alcoholic Drinks
BBDO New York	Puppet Show	Diet Mt. Dew	Non Alcoholic Drinks
BBDO New York	Magnetic Attraction	Pepsi	Non Alcoholic Drinks
BBDO New York	Leg/Lightning/Puppet Show	Diet Mt. Dew	Non Alcoholic Drinks
No nominations in the other categories			

WEBSITES

Entrant	Brand/Product	Client	Category
Leo Burnett Australia	Name it Burger	McDonald's	The Retailers
Code Computer Love	Aaah Night	Premier Foods	Savoury Foods
Leo Burnett Chicago	Shrek Trekketh to Adventure	McDonald's	The Retailers
Great Works Sweden	Absolut Disco	V&S Spirits	Alcoholic Drinks
FAB Award Great Works Sweden	Absolut Design	V&S Spirits	Alcoholic Drinks
AKQA London	Pot Noodle	Pot Noodle	Savoury Foods

WEBSITES - continued

Entrant	Brand/Product	Client	Category
FAB Award AKQA New York	Happiness Factory – Hiring	Coca Cola	Non Alcoholic Drinks
FAB Award Argonauten G2 Berlin	Coke & Faithless	Coca Cola	Non Alcoholic Drinks
Argonauten G2 Berlin	Pedigree	Mars	Pet Foods
Carlson Marketing Group	Guinness Infinity Bar	Guinness	Alcoholic Drinks
No nominations in the other categories			

ONLINE ADVERTISING

Entrant	Brand/Product	Client	Category
FAB Award AMV BBDO London	Tipping Point	Guinness	Alcoholic Drinks
Cole & Weber United	Colt 45 Tales	Colt 45	Alcoholic Drinks
No nominations in the other categories			

ADVERTAINMENT

Entrant	Brand/Product	Client	Category
FAB Award BBDO New York	AMP Human Energy Event	Mt. Dew AMP	Non Alcoholic Drinks
No nominations in the other categories			

ADVERGAMES

Entrant	Brand/Product	Client	Category
The Marketing Store	Monopoly'07	McDonald's	Savoury Foods
FAB Award Scholz & Volkmer	Carrera Live Race	Coca Cola	Non Alcoholic Drinks
FAB & FABulous Award Less Rain Tokyo	Red Bull Flight Lab	Red Bull	Non Alcoholic Drinks
No nominations in the other categories			

VIRAL MARKETING

Entrant	Brand/Product	Client	Category
TBWA Germany	Launderette	Absolut	Alcoholic Drinks
Graphico	Pepsi/Tattoo	Pepsi	Non Alcoholic Drinks
No nominations in the other categories			

E-MAIL

Entrant	Brand/Product	Client	Category
FAB Award Tullo Marshall Warren	Guinness Email	Guinness	Alcoholic Drinks

No nominations in the other categories

RADIO NOMINATIONS

Entrant	Brand/Product	Client	Category
Scholz & Friends Berlin	Chicken	Fresh Ingredients	Pan Sandwiches
The Jupiter Drawing Room	Bushmills Campaign		Bushmills
BBD0 New York	Taumata	Diet Mt. Dew	Diet Mt. Dew

FAB "Futures" Award Sponsored by StockFood **Hot Sauce**

Entrant	Brand/Product	Client	Category
Body Jam	Manisha Mistry		United Kingdom
Olive	Owen Evans		United Kingdom

PORTUGAL

THE FABULOUS AWARDS (BEST IN SHOW)

Entrant	Brand/Product	Client	Category
FABulous Award (Packaging Design/Retail Environment/Logo/Brand Identity) Turner Duckworth: London & San Francisco	Coca-Cola Identity Company	The Coca-Cola Drinks	Non-Alcoholic

FABulous Award (Direct/Integrated/Sales Promotion/Guerilla/Collateral & POS)

.start GmbH	Real Big Burgers Paper Bag	Burger King	The Retailers
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FABulous Award (Press & Poster)

Arla Foods	Spilt Milk Snout	Lactofree	Dairy Prod
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FABulous Award (Television Advertising)

Fallon London	Gorilla	Dairy Milk	Confectionery & Snacks
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FABulous Award (Digital & Interactive)

Less Rain Tokyo	Red Bull Flight Lab	Red Bull	Non Alcoholic Drinks
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FABulous Agency of The Year 2008

TURNER DUCKWORTH LONDON & SAN FRANCISCO

FABulous Client of The Year 2008

Arun Prabhu
ARLA FOODS

Congratulations to all the FAB nominees and winners!