

The FAB Awards 2006

EIGHTH INTERNATIONAL
FOOD AND BEVERAGE
Creative Excellence Awards

Nominations and Winners

TV

The Retailers

.Start Advertising, Munich	Burger King	Chickendales	Burger King	Nomination
DDB Denmark, Copenhagen	McDonalds	Fries	McDonald's	Nomination
Leo Burnett, Chicago	Chef Boyardee	Tinman	ConAgra	Nomination
Leo Burnett, Chicago	Chef Boyardee	Jumper	ConAgra	Nomination
Leo Burnett, Sydney	Cheeseburger	Girl, Couple, Life	McDonald's	FAB
DDB, Stockholm	New Menu System	New System, 100% Beef, Side Salad	McDonald's	Nomination
Cawley Nea\TBWA, Dublin	Eurosaver Menu	Rent	McDonald's	Nomination

Confectionery & Snacks

BBDO New York	Snickers	Bald	Snickers	Nomination
BBDO New York	M&M's	Cubicle	M&M's	Nomination
BBDO New York	M&M's	Tan, Entourage, Lips	M&M's	Nomination
Publicis, London	McCoys Specials	Washing	McCoys Special	Nomination
AMV BBDO, London	Maltesers	Boardroom	Maltesers	Nomination
AMV BBDO, London	Mars	Coffin	Mars	Nomination
Grey Worldwide, New York	Pringles	Wacky Words	Pringles	Nomination
Leo Burnett, Chicago	Sours	Fable of the Fruit Bat, People of Pain, Mastering the Mother Tongue	Altoids	FAB
Leo Burnett, Paris	Krisprolls	Lulea, Swede, Clogs	Krisprolls	Nomination
AMV BBDO, London	Nobby's	Pub, Boots, Classroom	PepsiCo	Nomination
BBDO Campaign, Dusseldorf	Snickers	Biker	Masterfoods	Nomination

Health Foods

Wirz BBDO, Zurich	Hitl Vegetarian	Flowerseller	Hitl Vegetarian	Nomination
Sek & Grey, Helsinki	Raisio Benecol Margarine	Horoscope	Raisio Benecol	Nomination

Dairy Products

Spot JWT, Athens	Chocolate Milk	Blues	Delta	FAB
BBH, London	Flora	Typo	Unilever	Nomination
Gitam/BBDO, Ramat Gan	Pireus	Satellite	TNUVA	Nomination

Savoury Foods

Bartle Bogle Hegarty, London	Birds Eye Development Discussion	Pea Car	Birds Eye	Nomination
Sek & Grey, Helsinki		Homepizza	Homepizza	Nomination
DDB Paris	Shirt, Diamond	Le Barran	Le Barran	FAB
Martin Williams, Minneapolis	Donato's Pizza	I'm Royce Warwick	Donato's Pizza	Nomination
Doner Cardwell Hawkins, London	Young's Seafood	Sea-to-Plate	Young's Seafood	Nomination

Alcoholic Drinks

Go Film, New York	Coors	Shock	Coors	Nomination
AMV.BBDO, London Spillman Felser Leo Burnett, Zurich Spillman Felser Leo Burnett, Zurich	Guinness	noitulovE	Guinness	FAB FABulous
	Feldschlosschen	Zipper	Feldschlosschen	Nomination
	Feldschlosschen	Saving Money	Feldschlosschen	Nomination
BBDO, Zagreb	Karlovacko Beer	Karlovacko Beer	Karlovacka Brewery	Nomination
Owens DDB, Dublin	Carlsberg	Reactions	Diageo	Nomination
BRW & Partners, Milan	Tuborg	Steel Teeth	Carlsberg Italia	Nomination

Non-Alcoholic Drinks

BBDO, New York	Pepsi	Sumo	Pepsi	FAB
BBDO, New York	Sierra Mist	Wand	Sierra Mist	Nomination
BBDO, New York	Sierra Mist	Wedding Crashers	Sierra Mist	Nomination
BBDO, New York	Sierra Mist	Valet	Sierra Mist	Nomination
BBDO, New York	Sierra Mist	Baby Monitor	Sierra Mist	Nomination

CHI Advertising, London

CLM/BBDO, Paris
 JWT, Mumbai
 McCann Erickson., Mumbai
 McCann Erickson., Mumbai

Tango

Pepsi Max
 Mirinda
 Coca Cola
 Coca Cola

Metaphors

Clown, Bananas
 Sucker
 Cadet
 Farmer

Tango

Pepsi Max
 Pepsi
 Coca Cola
 Coca Cola

FAB

Nomination
 Nomination
 Nomination
 Nomination

Press*The Retailers*

DDB Denmark, Copenhagen
 DDB, Stockholm
 CCP Heye, Vienna
 10 Advertising, Antwerp

McDonalds
 McDonalds
 McDonald's
 Sips Cocktail Bar

Reopening
 Hockey Fans: Gumshield, Tooth
 Shop Window
 Ladies Night

McDonalds
 McDonalds
 McDonald's
 Sips Cocktail Bar

Nomination
 Nomination
 Nomination
 Nomination

.start, Munich**Burger King****Cowboys****Burger King****FAB***Confectionery & Snacks*

Leo Burnett, Chicago
 Leo Burnett, Chicago
 AMV BBDO, London
 JWT, Milan

Altoids
 Altoids
 Snickers
 Kit Kat

Smalls
 Gum Rocks, Prowess, Wolves
 Next of Kin, Dead, CPR, Frequent Flyer, Medic,
 Sticks and Stones, Altitude
 Ghost

Altoids
 Altoids
 Mars Confectionery
 Nestle Italiana

Nomination
 Nomination
 Nomination
 Nomination

BBDO, Vienna**Orbit****Boy, Girl****Wrigley's****FAB**

Health Foods

Grey, Mexico

Slim Fast

Ying Yang

Nomination

Dairy Products

Y&R, Mexico

Danonino

House, Swimming Pool, Park

Danone

FAB

KNSK, Hamburg
Waechter & Waechter Worldwide
Partners, Munich

Optiwell Yoghurt
Drink

Prison

Campina
Molkerei Ammerland
GmbH

Nomination

Milk

Ammerland Baby

Nomination

Savoury Foods

BBD0, Mexico

Tabasco

Ice Fishing

Tabasco

Nomination

Food & Friends, Stockholm

Swedish Chicken

**The American Way of Life: Canyon, Map,
Office**

Krinfagel

Nomination

BBD0 Campaign, Dusseldorf
Shalmor Avnon Amichay/Y&R,
Tel Aviv

Pizza Hut

Straw

Pizza Hut

FAB

Sek & Grey, Helsinki

Ketchup

Dull Boy

Heinz

Nomination

Homepizza

Homepizza

Nomination

Kolle Rebbe, Hamburg

Lakudia Olive Oil

Oilive

Lakudia

Nomination

Alcoholic Drinks

Spillmann/Felser/Leo Burnett,
Zurich

Baileys
**Venge Vineyards
wine**

Frappe; B52s; Mother's Finest

Diageo Suisse

Nomination

Cole & Weber United, Seattle

Chicken, Giraffe, Dog

Venge Vineyards
Scottish & Newcastle
Breweries
Feldschlossen
Getraenke AG

FAB

The Union, Edinburgh

John Smith's

Jockey

Nomination

Saatchi & Saatchi Simko, Geneva

Carlsberg

Table Football, Pennant

Nomination

Non-Alcoholic Drinks

Spot JWT, Athens	Ioli Mineral Water	Lily, Watermelon, Ice Cream	Athenian Breweries	Nomination
BBDO Campaign, Dusseldorf	Pepsi Light	Shadows	PepsiCo Deutschland	Nomination
BBDO New York	Aquafina	Bubble	PepsiCo Speicherstadt Kaffee/Hacienda san Nicolas GmbH	Nomination FAB
Kolle Rebbe, Hamburg	Speicherstadt Tea	Tea Field		

Poster

The Retailers

Ipoinsize, Chennai	Eatalica	Hungry Souls	Eatalica	Nomination
Leo Burnett, Mumbai	Home Delivery	Hole in Shoe	McDonalds	FAB
Publicis, Stockholm	Burgers for Grown Ups	California, Coleslaw, Knockout	Texas Burger Co	Nomination
Wunderman, Chicago	Burger King	Chicken Fries	Burger King	Nomination
Lowe Brindfors, Stockholm	Coop Consom	You only have one Body	Coop Consom	Nomination
.start, Munich	Burger King	Cowboys	Burger King	Nomination

Petfoods

McCann Erickson, Munich	Happy Dog	I love my master	Interquell GmbH	FAB
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Confectionery & Snacks

McCann Erickson, Mumbai

AMV BBDO, London

BBDO, Vienna

JWT, Vienna

Health Foods

McCann Erickson, Mumbai

Leo Burnett, London

Scholz & Friends, Berlin

Dairy Products

Scholz & Friends, Berlin

Baking & Sweet Foods

Tiempo BBDO, Barcelona

Savoury Foods

BBDO Campaign, Dusseldorf

Leo Burnett, Brussels

Big Babol

Delight

Orbit

Kit Kat

Sweetex

All Bran

Slim Fast

Free Range Eggs

Bimbo Semilla de Oro

Gpoi Asian Food

Hot Ketchup

Kiss, Crime, Adult

Shoe, Bag, Belt

Boy, Girl

Pause

Frame 1, Frame 2, Frame 3

Bottom

Slim Very Fast

The Che-Cock Poster

Grafitti

Filet

Dragon

Perfetti van Melle

Mars Confectionery

Wrigley's

Nestle Austria

Kellogg's

Allpharm Vertriebs GmbH

Bioland Bundesverband

Sara Lee

Asia Gourmet Imbiss

H J Heinz

FAB FABulous

Nomination

Nomination

Nomination

Nomination

FAB

Nomination

Nomination

Nomination

Nomination

FAB

Alcoholic Drinks

Cole & Weber United, Seattle	Venge Vineyards wine	Chicken, Giraffe, Dog	Venge Vineyards	Nomination
Irish International BBDO, Dublin	Guinness	Maul, Anthem, Line Out	Diageo Ireland	Nomination
AMV BBDO, London	Draught Guinness	Cans 1, 3 and 4	Guinness	FAB
TBWA\PARIS	Absolut Vodka	Keijiro, Moyan, Pyuupiru	Absolut Vodka	Nomination
JWT, London	Kingfisher Lager		United Breweries	Nomination

Non-Alcoholic Drinks

BBDO Campaign, Dusseldorf	Pepsi Light	Truck	PepsiCo Deutschland	FAB
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Packaging

Health Foods

Williams Murray Hamm, London	Organics	Tea Bags, Breadsticks, Sage & Onion Stuffing, Tuscan Bean Soup, Leek & Potato Soup, Wiinter Vegetable Soup	Sainsbury's	FAB
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Dairy Products

VBAT, Amsterdam	Not Guilty		Freeez	FAB
Bloom, London	Wall's Ice Cream Desserts	Banoffee Pie, Lemon Meringue, Chocolate Brownie	Wall's	Nomination
Ziggurat Brand Consultants, London	Over the Moon	Over the Moon Range of Belnded Cheeses	Dairy Crest	FAB

Baking & Sweet Foods

Williams Murray Hamm, London	Fortnum & Mason Curiosities	Beef Extract, Orange Marmalade with Rum, Italian Chocolate Spread, Dark Navy Orange Marmalade, Rose Petal Jelly, Hazelnut and Chocolate Spread	Fortnum & Mason	Nomination
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Savoury Foods

Lewis Moberly, London	Mustards	French, Wholegrain, English	Waitrose	Nomination
Taxi Studio, Bristol	Somerfield Pickles	Mixed Pickle, Pickled Onions, Sweet Pickled Onions, Silverskins	Somerfield Stores	Nomination

Alcoholic Drinks

Turner Duckworth, London	Root 1	Red wine		FAB FABulous
Lewis Moberly, London	Monkey Shoulder	Monkey Shoulder	Wm Grant & Sons	Nomination
Design Bridge, London	Tennent's Lager		InBev	Nomination

Non-Alcoholic Drinks

VBAT, Amsterdam	Coffee		Bunabet	Nomination
Arbrandt Design, Stockholm	Laskfabriken I Vimmerby		Abro Bryggen	FAB
Williams Murray Hamm, London	Jacksons Of Piccadilly	Jacksons of Piccadilly Tea Range	Jacksons	Nomination

Brand Identity

Non-Alcoholic Drinks

VBAT, Amsterdam

Bunabet

Bunabet

Bunabet

Nomination

Logo Design

Non-Alcoholic Drinks

VBAT, Amsterdam

Bunabet

Bunabet

Bunabet

Nomination

Retail Environment

NO NOMINATIONS

Direct

The Retailers

Wunderman, Chicago

Burger King

Softscape

Burger King

Nomination

Petfoods

TBWA Germany

Pedigree

Doggy Style

Masterfoods

FAB

SAVOURY FOODS

EHS Brann, Cirencester

Linda McCartney

H J Heinz

Nomination

Alcoholic Drinks

TMW, London

Guinness

Stamp

Diageo

FAB

TMW, London

Guinness

Irish Guinness

Diageo

FAB

Non-Alcoholic Drinks

Imago, Zagreb

Nescafe Vending
Machines

Job Application

Nestle

Nomination

Integrated Campaigns

The Retailers

McCann Erickson, New York

Wendy's

Wendy's

Nomination

Markom Leo Burnett, Istanbul

Chicken Wings

Flying Pasha

McDonald's

FAB

Confectionery & Snacks

BBDO New York

Snickers

Snickers satisfies

Masterfoods

Nomination

Ogilvy, Vienna

Toblerone

Bike, Disco

Toblerone

Nomination

Savoury Foods

Martin Williams, Minneapolis

Donato's Pizza

Warwick Lauer campaign

Donato's Pizza

Nomination

Alcoholic Drinks

Archibald Ingall Stretton,
London

Hennessy Fine de
Cognac

Enjoy the Moment

Moet Hennessy UK

FAB FABulous

Sales Promotion

The Retailers

Leo Burnett, Chicago

McDonalds

Big Drinks

McDonalds

FAB

Alcoholic Drinks

Carlson Marketing, London

Stella Artois

Live Film

InBev

Nomination

Arc Worldwide, London

Strongbow

Win a Ghost

Scottish Courage

Nomination

Collateral & POS

The Retailers

Design Temple, Mumbai

Umaid Bhawan
Palace, Jodhpur

Umaid Bhawan Palace, Jodhpur

The Taj Group of
Hotels

Nomination

Euro RSCG, Dusseldorf

Subway

Burger, Pizza

Subway

Nomination

Wunderman, Chicago

Burger King

Softscape

Burger King

FAB

Euro RSCG, Sydney

Juiced Rawbars

Burger, Fries, Hotdog

Juiced Rawbars

Nomination

Confectionery & Snacks

Kolle Rebbe, Hamburg

Vivil

Flip Book

Vivil A Mueller GmbH

FAB

FABulous

Photography

Armando Testa, Milan

Lavazza Coffee

First Class Coffee Experience

Luigi Lavazza SPA

Nomination

Alcoholic Drinks

Scholz & Friends, Hamburg

Holsten Diet Beer

The Diet Beer Shirt

Holsten Brauerei AG

Nomination

Non-Alcoholic Drinks

Mayer/McCann Erickson,
Bratislava

Door Stickers

Coca Cola

Coca Cola

FAB

Guerilla Marketing

Confectionery & Snacks

BBDO New York

Snickers

Go Cards

Masterfoods

Nomination

Alcoholic Drinks

BBDO New York

Guinness

Dart Board

Guinness

Nomination

Websites

The Retailers

AKQA, London

Sainsbury's

Sainsbury's

Sainsbury's

Nomination

Tribal DDB, Sydney

McDonald's

McDonald's

McDonald's

FAB

Confectionery & Snacks

DDB Stockholm

Crisps

Encyclopedi Potata

OLW

FAB

Red Rocket, Exeter

Burt's Chips

Burt's Potato Chips
Ltd

Nomination

Dairy Products

Carlson Marketing, London

Cravendale Milk

Arla Foods

FAB

Tribal DDB, Sydney

Dairy Farmers

Moove

Dairy Farmers

Nomination

TMW, London

Flora

Spread the Love

Unilever

Nomination

Baking & Sweet Foods

Touche Etoile, Roubaix

Chocapic

Chocapic

Nestle

FAB

Arc Worldwide, London

Coco Pops

Coco's New World

Kellogg's

Nomination

Savoury Foods

Grand Union, London

Mustard

Mustard

Colmans

FAB

AKQA, London

Peperami

Peperami Noodles Army

Unilever

Nomination

Alcoholic Drinks

Carlson Marketing, London

Guinness

Diageo

Nomination

Great Works, Stockholm

Absolut Metropolis

Absolut

FAB

Non-Alcoholic Drinks

Grand Union, London

Tango Clear

Tango Clear

Britvic

Nomination

Juxt Interactive

Nestea

Coca Cola

Nomination

AKQA, London

PG Tips tea

Wallace & Gromit

Unilever

FAB

Lawton eMarketing, Southampton

Ocean Spray

Gerber Foods Soft
Drinks

Nomination

Armando Testa, Milan

Lavazza coffee

First Class Espresso Experience

Luigi Lavazza SPA

Nomination

E-mail campaigns

Savoury Foods

Swamp

Heinz Offers

H J Heinz

FAB

Alcoholic Drinks

TMW

Guinness

Guinness

Nomination

Virals

Savoury Foods

Meme Digital

Alcoholic Drinks

Arc Worldwide

Breakfast
Transformer

The Best Job in the
World

Danish Bacon & Meat
Council

FAB

Johnnie Walker

Nomination

Advertainment

Alcoholic Drinks

BBDO New York

Inventions, Picnic,
Six Pack

Guinness

Guinness

Nomination

Online Advertising

Alcoholic Drinks

Daddy, Gothenberg

Tequila\NY

Tequila\NY

Tequila\NY

Carlsberg

Absolut

Absolut

Absolut

Winter - Scrambler

Winter - Snug

Apeach - Journey

Carlsberg Sverige

Absolut Vodka

Absolut Vodka

Absolut Vodka

FAB FABulous

Nomination

Nomination

Nomination

The FABulous Awards

TV

AMV.BBDO, London

Guinness

noitulovE

Guinness

Press & Poster

McCann Erickson, Mumbai

Big Babol

Kiss, Crime, Adult

Perfetti van Melle

Packaging Design

Turner Duckworth, London

Root 1

Red wine

Integrated Campaigns

Archibald Ingall Stretton, London

Hennessy Fine de
Cognac

Enjoy the Moment

Moet Hennesy UK

Collateral / POS / Direct

Kolle Rebbe, Hamburg

Vivil

Flip Book

Vivil A Mueller GmbH

Digital

Daddy, Gothenberg

Carlsberg

Carlsberg Sverige

Agency of The Year

AMV.BBDO, London