



NINTH  
INTERNATIONAL  
**FOOD AND BEVERAGE**  
Creative Excellence Awards

**NOMINATIONS & WINNERS 2007**

**PRESS**

Entrant	Brand/Product	Title	Client	Category
<b>The Retailers</b>				
Mudra Communications, Bangalore	Tai Tai Restaurants	Fish	Tai Tai Restaurants	A01/3045
McCann Erickson, Mumbai	Cocco's Café	Lennon, Luther, Gandhi	Cocco's Café	A01/3052
<b>Confectionery &amp; Snacks</b>				
CLM BBDO, Paris	Freedent White	Asshole, Dickhead, Moron	Wrigley's	A03/2382
AMV BBDO, London	Snickers	Lighthouse	Masterfoods	A03/2576
McCann Erickson, Mumbai	Happydent Teeth Whitening Gum	Dentist	Perfetti Van Melle	A03/3053
Shalmor Avnon Amichay, Y&R, Israel	Elite Frito Lay	Hot	Frito Lay	A03/3071
<b>Photography</b>				
<b>FAB:</b> AMV BBDO, London	<b>Snickers</b>	<b>Hotel Room</b>	<b>Masterfoods</b>	<b>A06/2575</b>
<b>Baking &amp; Sweet Foods</b>				
<b>FAB &amp; FABULOUS:</b> Impact BBDO, Saudi Arabia	<b>Goody Honey</b>	<b>Vitamins</b>	<b>Goody</b>	<b>A07/3012</b>

**PRESS (cont'd)**

Entrant	Brand/Product	Title	Client	Category
<b>Savoury Foods</b>				
Impact BBDO, Saudi Arabia	Goody Hot Sauce	Smoke Detector	Goody	A08/3008
McCann Erickson, Bucharest	Maggi	Jane	Nestle, Romania	A08/3084
Leo Burnett, London	Heinz Spaghetti	Hay Bales	Heinz	A08/3086
<b>Alcoholic Drinks</b>				
<b>FAB: AMV BBDO, London</b>	<b>Guinness</b>	<b>Einstein, Moon, Playstation2</b>	<b>Diageo</b>	<b>A10/2557</b>
<b>Non-Alcoholic Drinks</b>				
FCB Kobza, Vienna	Naber Coffee	Decaffeinated Coffee Beans	Naber	A12/3068
Kolle Rebbe, Hamburg	Beanie Bee Coffee Deluxe	Coffee to Go	Beanie Bee	A12/3102
<b>POSTER</b>				
Entrant	Brand/Product	Title	Client	Category
<b>The Retailers</b>				
<b>FAB: Leo Burnett, Chicago</b>	<b>McDonald's</b>	<b>Sundial</b>	<b>McDonald's</b>	<b>A01/2347</b>
<b>FAB &amp; FABULOUS: CLM BBDO, Paris</b>	<b>Vitry Museum of Contemporary Art Restaurant</b>	<b>Leftovers</b>	<b>Vitry Museum of Contemporary Art</b>	<b>A01/2384</b>
Exxtra Kommunikation, Zurich	Anna's Best Hot Snacks	More Time for Soaps, More Time for Music, More Time for Sports	Migros Genossenschaftsgesellschaft	A01/4003
Mudra Communications, Bangalore	Tai Tai Restaurants	Fish	Tai Tai Restaurants	A01/4031
<b>Pet Foods</b>				
Leo Burnett, Lisbon	Friskies	Bird Seed	Nestle	A02/2378
<b>Confectionery &amp; Snacks</b>				
CLM BBDO, Paris	Freedent White	Asshole, Dickhead, Moron	Wrigley's	A03/2381
CLM BBDO, Paris	Airwaves	Vomit	Wrigley's	A03/2383
McCann Erickson, Mumbai Chocolates	Pure Sin Liquor	Ants	Pure Sin	A03/4034

## POSTER (cont'd)

Entrant	Brand/Product	Title	Client	Category
<b>Baking &amp; Sweet Foods</b>				
BBD0, Worldwide	Au Bon Pain	Noses Campaign	Au Bon Pain	A07/4056
<b>Savoury Foods</b>				
10 Advertising, Antwerp	La Soupe	Fresh Fish Soup	La Soupe	A08/4007
DDB, London	Marmite	Marmart: Busker, Hairy Chest, Sandals	Unilever	A08/4021
<b>Alcoholic Drinks</b>				
Energy BBDO, Chicago	Jim Beam	Send it Back	Jim Beam	A10/2546
AMV BBDO, London	Guinness	Nelson, Angel, Royal Oak, Queen's Head	Diageo	A10/2569
<b>Non-Alcoholic Drinks</b>				
FCB Kobza, Vienna	Naber Coffee	Coffee to Go	Naber	A12/4043

## PACKAGING & DESIGN

Entrant	Brand/Product	Title	Client	Category
<b>The Retailers</b>				
Lewis Moberly, London	Selfridges	Selfridges Brand	Selfridges & Co	A01/5050
Wunderman, Chicago	Burger King	NFL Packaging	Burger King	A01/5099
<b>Confectionery &amp; Snacks</b>				
<b>FAB: Vibrandt, UK</b>	<b>Poppets</b>	<b>Poppets</b>	<b>Paynes</b>	<b>A03/5007</b>
McCann Erickson, Mumbai	Happydent Teeth Whitening Gum	Lightbulb	Perfetti Van Melle	A03/5072
Williams Murray Hamm, London	Divine Fairtrade Chocolate	Divine Fairtrade Chocolate	Divine Chocolate	A03/5084
<b>FAB: Design Bridge, London</b>	<b>Cadbury's Bournville dark chocolate</b>	<b>Bournville</b>	<b>Cadbury's Trebor Bassett</b>	<b>A03/5111</b>
<b>Health Foods</b>				
<b>FAB: Pearlfisher, London</b>	<b>Dr Stuart's</b>	<b>Extraordinarily Good Teas</b>	<b>Dr Stuart's</b>	<b>A04/5060</b>
<b>Dairy Products</b>				
<b>FAB: Pemberton &amp; Whitefoord Design, London</b>	<b>Loseley</b>	<b>Loseley Dairy Ice Cream</b>	<b>Loseley</b>	<b>A05/5037</b>

## PACKAGING & DESIGN (cont'd)

Entrant	Brand/Product	Title	Client	Category
Baking & Sweet Foods				
Red Design Consultants, Athens	Apitherapy	Apitherapy Honey	Apivita	A07/5081
Savoury Foods				
<b>FAB &amp; FABULOUS: The Partners, London</b>	<b>Casa Loreto</b>	<b>Casa Loreto Olive Oil</b>	<b>Casa Loreto</b>	<b>A08/5027</b>
<b>FAB: Zigguratbrands, London</b>	<b>Higgidy Pies</b>	<b>Higgidy Pies</b>	<b>Higgidy</b>	<b>A08/5073</b>
Design Bridge, London	Merula Olive Oil	Merula Olive Oil	Marques de Valdeuza	A08/5110
Studio International, Zagreb	SMS Olive Oil	SMS Olive Oil	SMS Food Production	A08/5130
Alcoholic Drinks				
Bloom, London	Quinn's	Quinn's	Diageo	A10/5090
<b>FAB: Sandstrom Design, Portland, USA</b>	<b>The Cost Vineyard</b>	<b>The Cost Vineyard</b>	<b>The Cost Vineyard</b>	<b>A10/5108</b>
Non-Alcoholic Drinks				
Williams Murray Hamm, London	Jacksons of Piccadilly	Premium Grade Loose Teas	Jacksons of Piccadilly	A12/5085
<b>FAB: Subgroup Design, Australia</b>	<b>Another Bloody Water</b>	<b>Another Bloody Water</b>	<b>Another Bloody Water</b>	<b>A12/5088</b>
Brandhouse, London	Moment du Chocolat	Moment du Chocolat	Masterfoods	A12/5092

## BRAND IDENTITY

Entrant	Brand/Product	Title	Client	Category
The Retailers				
Landor Associates, London A01/5503	Traidcraft	Traidcraft	Traidcraft	

## LOGO DESIGN

Entrant	Brand/Product	Title	Client	Category
The Retailers				
Williams Murray Hamm, London	1707 Wine Bar	1707 Wine Bar Logo	Fortnum & Mason	A01/5902

## RETAIL ENVIRONMENT

Entrant	Brand/Product	Title	Client	Category
The Retailers				
<b>FAB: CADA Design Group, London</b>	<b>Pret a Manger</b>	<b>Pret Pod</b>	<b>Pret a Manger</b>	<b>A01/5700</b>

## TELEVISION & CINEMA

Entrant	Brand/Product	Title	Client	Category
<b>The Retailers</b>				
King, Stockholm	ICA Grocery Stores	Floating Prices, Price Artist Pasquale, Pasquale vs Sebastian	ICA	A01/2295
Lowe Brindfors, Stockholm	Coop	Healthy Kids: The Pizza, The Hot Dogs	Coop	A01/2622
<b>Confectionery &amp; Snacks</b>				
<b>FAB:</b> <b>Leo Burnett, Chicago</b>	<b>Altoid Sours</b>	<b>Fruit Pants</b>	<b>Wrigley's</b>	<b>A03/2355</b>
Leo Burnett, Chicago	Altoid Sours	Fruit Pants, Half & Half, Slap	Wrigley's	A03/2356
AMV BBDO, London	Snickers	Car Wash	Masterfoods	A03/2577
<b>FAB:</b> <b>McCann Erickson, Mumbai</b>	<b>Happydent Teeth Whitening Gum</b>	<b>Happydent Palace</b>	<b>Perfetti Van Melle</b>	<b>A03/2744</b>
<b>Baking &amp; Sweet Foods</b>				
DDB, London	Nimble	Builder	RHM	A07/2757
<b>Savoury Foods</b>				
Beattie McGuinness Bungay, London	McCain Oven Chips	Sunflower Park	McCain	A08/2297
<b>Alcoholic Drinks</b>				
AMV BBDO, London	Guinness	Hands	Diageo	A10/2563
AMV BBDO, London	Guinness	Fish, Pub, Mudskipper	Diageo	A10/2565
Leo Burnett, Sydney	Tiger Beer	1939, 1954, 1979, 2004	Tiger Beer	A10/2595
<b>Non-Alcoholic Drinks</b>				
<b>FAB &amp; FABULOUS:</b> <b>Wieden &amp; Kennedy, Amsterdam</b>	<b>Coca-Cola</b>	<b>Happiness Factory</b>	<b>Coca-Cola</b>	<b>A12/2286</b>
<b>FAB:</b> <b>The Leith Agency, Edinburgh</b>	<b>Irn-Bru</b>	<b>The Snowman</b>	<b>A.G. Barr</b>	<b>A12/2318</b>
Armando Testa, Milan	Birra Moretti	The Couch	Heineken Italia	A12/2702

## DIRECT

Entrant	Brand/Product	Title	Client	Category
Health Foods				
Chemistry Communications, London	Slim Fast	Slim Fast Diary	Unilever	A04/6015
Leo Burnett, India	Zero Calorie Sweetener	Elastic Tape	Alembic Ltd	A04/6019
Alcoholic Drinks				
Beechwood, London	Glenlivet	The Glenlivet	Pernod Ricard, UK	A10/6004
<b>FAB:</b> Chemistry Communications, London	<b>Baileys Original Irish Cream</b>	<b>The Lounge Welcome Pack</b>	<b>Diageo</b>	<b>A10/6014</b>

## INTEGRATED

Entrant	Brand/Product	Title	Client	Category
Confectionery & Snacks				
<b>FAB &amp; FABULOUS:</b> AMV BBDO, London	<b>Mars</b>	<b>Believe</b>	<b>Masterfoods</b>	<b>A03/2610</b>
Savoury Foods				
DDB, London	Marmite	Marmart	Marmite	A08/4509
<b>FAB:</b> Buzzman, France	<b>Quick Hot Dog</b>	<b>Hot Dog</b>	<b>Quick, France</b>	<b>A08/4511</b>
Alcoholic Drinks				
AMV BBDO, London	Guinness	Hands	Diageo	A10/2603

## COLLATERAL & POINT OF SALE

Entrant	Brand/Product	Title	Client	Category
The Retailers				
<b>FAB:</b> Leo Burnett, Shanghai	<b>McDonald's: Mega Mac</b>	<b>Heavy Tray</b>	<b>McDonald's, China</b>	<b>A01/6715</b>
Non-Alcoholic Drinks				
<b>FAB:</b> Kolle Rebbe, Hamburg	<b>Beanie Bee Coffee Deluxe</b>	<b>Coffee to Go</b>	<b>Beanie Bee</b>	<b>A12/6713</b>

## GUERRILLA MARKETING

Entrant	Brand/Product	Title	Client	Category
The Retailers				
<b>FAB &amp; FABULOUS: Ogilvy, Sweden</b>	<b>Ostermalmshallen Food Market</b>	<b>Strommen Event</b>	<b>Ostermalmshallen</b>	<b>A01/9400</b>
Confectionery & Snacks				
BBDO, Duesseldorf	Wrigley's Extra Professional White	Extra White Smile	Wrigley's	A03/9404
Savoury Foods				
FCB Kobza, Vienna	Running Sushi	Running Sushi	Sushi King	A08/9408

## WEBSITES

Entrant	Brand/Product	Title	Client	Category
Confectionery & Snacks				
<b>FAB: AKQA, London</b>	<b>Peperarmi</b>	<b>Peperami Fanimal</b>	<b>Unilever</b>	<b>A03/7001</b>
Threshold Marketing, California	Nestle Butterfingers	FollowTheFinger	Nestle	A03/7003
Dairy Products				
<b>FAB &amp; FABULOUS: Goodby, Silverstein &amp; Partners, San Francisco</b>	<b>Milk</b>	<b>Get the Glass</b>	<b>California Fluid Milk Processors Advisory Board</b>	<b>A05/7036</b>
Baking & Sweet Foods				
Arc Worldwide, Toronto	Kellogg's Nutri- Grain Munch'ems	Munch'ems Magic	Kellogg's, Canada	A07/7005
Savoury Foods				
Goodby, Silverstein & Partners, San Francisco	Foster Farms	Foster Imposters	Foster Farms	A08/7038
Alcoholic Drinks				
<b>FAB: Great Works, Stockholm</b>	<b>Absolut Vodka</b>	<b>Absolut.com</b>	<b>V&amp;S Absolut Spirits</b>	<b>A10/7016</b>
Great Works, Stockholm	Absolut Vodka	Absolut Ruby Red	V&S Absolut Spirits	A10/7018
Non-Alcoholic Drinks				
AKQA, London	PG Tips	PG Tips Focus Pocus	Unilever	A12/7002
AKQA, London	Coca-Cola	Coke.com Music	Coca-Cola, Europe	A12/7025
Tribal DDB, Dallas	Pepsi	This is the Beginning	Pepsi Co, North America	A12/7031
Testa Webedv, Turin	Carmencita	Carmencita	Luigi Lavazza	A12/7049

## ONLINE ADVERTISING

Entrant	Brand/Product	Title	Client	Category
Savoury Foods				
Tribal DDB, London	Marmite	Marmart	Unilever	A08/7505
Non-Alcoholic Drinks				
<b>FAB: Argonauten G2, Berlin</b>	<b>Coca-Cola</b>	<b>iTunes Together for Music!</b>	<b>Coca-Cola, Germany</b>	<b>A12/7501</b>

## VIRAL

Entrant	Brand/Product	Title	Client	Category
Savoury Foods				
<b>FAB: DDB, London</b>	<b>Marmite</b>	<b>Mother</b>	<b>Unilever</b>	<b>A08/8001</b>
Non-Alcoholic Drinks				
Tullo Marshall Warren, London	Guinness	Tins for Tat (Guinness Christmas)	Diageo	A10/8011

## ADVERGAMES

Entrant	Brand/Product	Title	Client	Category
Health Foods				
<b>FAB: Swamp at Brahm, Leeds</b>	<b>Quorn</b>	<b>Quorn IQ 2007</b>	<b>Marlow Foods</b>	<b>A04/9101</b>

## ADVERTAINMENT

Entrant	Brand/Product	Title	Client	Category
Confectionery & Snacks				
<b>FAB: BBDO, New York</b>	<b>Snickers</b>	<b>Instant Def</b>	<b>Snickers</b>	<b>A03/9201</b>

## BLOGS

Entrant	Brand/Product	Title	Client	Category
Alcoholic Drinks				
Goodby, Silverstein & Partners, San Francisco	Rolling Rock beer	Ron's Blog	Rolling Rock	A10/9300

**AGENCY OF THE YEAR: AMV BBDO, London**