



FIFTH
INTERNATIONAL
FOOD AND BEVERAGE
Creative Excellence Awards

ADVERTISING TV CINEMA RADIO
PRESS POSTER PACKAGING DESIGN
NEW MEDIA CALL FOR ENTRIES
DEADLINE 16th FEBRUARY 2003



The FAB Awards is a specialised Creative Awards programme which is focused solely on work done for Food And Beverages brands. It recognises the importance of the contribution that outstanding creativity makes to building brands, and aims to identify and reward the best practitioners in the Food and Beverages areas. This focus offers Agencies and their Clients a unique opportunity.



FAB

For the best entry in each category



FABULOUS

Overall winner of the medium

AWARD CATEGORIES

restaurants (both fast food and formal)
hotels
bars **THE RETAILERS**
off licences
grocery outlets

chocolate / candy
chewing gum **CONFECTIONERY & SNACKS**
sweet / savoury bars / bag snacks (inc. nuts, crisps, dried fruit etc)

eggs
butter / margarines
hard / soft fats
cheeses **DAIRY PRODUCTS**
cream / creamers
milk / flavoured milk
milk desserts
yoghurts and ice creams

biscuits / cakes
bread / crispbread
breakfast cereals
flour / baking powders
desserts **BAKING / SWEET FOODS**
jam / honey / peanut butter etc
sugars / sweeteners / syrup

meats / fish / seafood products
pasta / pizza / rice **SAVOURY FOODS**
delicatessen products
(including chilled and fresh)
fruit & vegetables
(fresh / canned / frozen / dehydrated)
herbs / spices / stuffing mixes etc
mayonnaise / vinegar etc
cooking oils
soups / sauces
low calorie meals (precooked / frozen / dehydrated)
baby foods

beers / lagers
champagne
cocktails
spirits **ALCOHOLIC DRINKS**
ciders
wine / fortified wine
coolers (wine/spirit)

coffee
tea **NON-ALCOHOLIC DRINKS**
chocolate drinks
malted drinks
mineral waters
still / carbonated drinks
fruit / vegetable drinks

.... AND ANNOUNCING FOR 2003

NEW AT *FAB 2007*

NEW AWARD CATEGORIES

- PET FOODS
- HEALTH FOODS
- PHOTOGRAPHY
- WEB BANNER ADVERTISING

FAB Awards introduces **“The Agency of the Year” Award**

The award will be presented to the highest scoring agency as follows:

<i>Fabulous Award</i> :	5 points
<i>Fab Award</i> :	3 points
Finalist:	1 point

In case of a tie, the agency with the maximum number of awards will be the winner.



ENTRY FORMS

(Please complete all the questions applicable to your entry.)

Entries must be submitted by 16th February 2003 to: **The FAB Awards, Riverbank House,
1 Putney Bridge Approach,
London SW6 3JD, England.**

Telephone: 0044 (0)20 7751 0354 Fax: 0044 (0)20 7751 0352
e-mail: info@fabawards.com web: www.fab-awards.com

ENTRY

Advertiser	Category
Brand	Medium
Title/Web entry	Date of first appearance

ENTRANT

Entrant Name	Contact
Address	Job Title
	Direct Tel
City & Post/Zip code	Direct Fax
Company URL	E-mail
Main Tel	Main Fax

ADVERTISER

Advertiser Name	Contact
Address	Job Title
	Direct Tel
City & Post/Zip code	Direct Fax
Company URL	E-mail
Main Tel	Main Fax

AGENCY/ PEOPLE

Agency Name	Creative Director
Address	Writer
	Art Director
City & Post/Zip code	Agency Producer
Company URL	Designer
Main Tel	Typographer
Main Fax	Photographer/Illustrator
Contact	Technical Director
Job Title	Interactive Designer
Direct Tel	Programming
Direct Fax	Account Director
E-mail	

PRODUCTION COMPANY/ PEOPLE

Production Company Name	Contact
Address	Contact Job Title
City & Post/Zip code	Direct Tel
Company URL	Direct Fax
Main Tel	E-mail
Main Fax	Producer
Executive Producer	Lighting/Camera
Director	Sound

JUDGING

The FAB Awards will be judged by an International Jury in London in April 2003: shortlisted entrants will be notified by the 25th April 2003

ELIGIBILITY

Any organisation anywhere in the world involved in advertising and communications for food and beverages brands is eligible.

Work entered must have appeared for the first time between April 1st 2002 and April 30th 2003

MEDIA, ENTRY FEES AND PAYMENT

TV/ Cinema execution:	£135
TV/ Cinema campaign (up to 3 executions):	£325
Radio execution:	£120
Radio campaign (up to 3 executions):	£225
Press execution:	£110
Press campaign (up to 3 executions):	£210
Poster execution:	£110
Poster campaign (up to 3 executions):	£210
Packaging design execution:	£115
Packaging design range (up to 6 variants):	£225
New Media Website / Banner:	£135

Payment should be made by Bank Transfer to: **HSBC Bank, Paddington Branch**
2 Craven Road
London W2 3PY

Sort Code: 40 05 19
Account No: 91 35 71 66
Account Name: The FAB Awards

UK Entrants MUST ADD VAT at the prevailing rate (currently 17.5%) to the Fees above, and may pay by Company cheque.

TECHNICAL DETAILS

TV/CINEMA

Beta Cam SP PAL 625 with colour bars and clocks. We recommend dubbing or subtitling into English. In order to save costs for your submission, please feel free to place all your entries on one tape, but please leave a clear space, preferably a clock, in between the commercials.

RADIO

Audio CD. In order to save costs for your submission, please feel free to place all your entries on one CD, but please leave a clear space in between the commercials.

PRESS

2 x 35mm slides mounted for each entry. Translation of claim to English.

POSTER

2 x 35mm slides mounted for each entry. Translation of claim to English.

PACKAGING

2 x Samples of packaged product.

NEW MEDIA

URL address of Websites.

Our thanks to our Sponsors



adforum.com



Paul Kemp-Robertson
of Leo Burnett

FAB Dairy Products
ANR.BBDO
for Arla Foods

Fabulous Press & Poster
Leo Burnett Paris
for Nautilus



A *FAB* night for
McCann Erickson



Neeraj Nayar with
Jacques Bordelais of
Leo Burnett Paris



Fabulous New Media
Agency.com for Miller Brewing

Fabulous Packaging Design
Williams Murray Hamm for Heals

Another *Fabulous* night for
BMP DDB London

