



SIXTH
INTERNATIONAL
FOOD AND BEVERAGE
Creative Excellence Awards

ADVERTISING TV CINEMA RADIO
PRESS POSTER PACKAGING DESIGN
NEW MEDIA CALL FOR ENTRIES
DEADLINE 16th FEBRUARY 2004

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

PET FOODS

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

HEALTH FOODS

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

PHOTOGRAPHY

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

BANNER ADVERTISING

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

SPONSORSHIP

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

AGENCY OF THE YEAR 2003

J. WALTER THOMPSON LONDON



Lyndsay Clay collects the AGENCY OF THE YEAR AWARD for J Walter Thompson London

The AGENCY OF THE YEAR AWARD 2004

will be presented to the highest scoring agency as follows:

| | |
|-----------------|----------|
| FABulous Award: | 7points |
| FAB Award: | 4 points |
| Finalist: | 1 point |

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

DON'T MISS @ THE FAB AWARDS 2004

Your chance to enter:

- INTEGRATED CAMPAIGNS
- BELOW THE LINE ENTRIES
- SPONSORSHIP
- PET FOODS
- HEALTH FOODS
- PHOTOGRAPHY
- BANNER ADVERTISING
- "NEW ENTRY FEE"
OPTIONS FOR AGENCIES

ENTRY FORMS

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

Entries must be submitted by 16th February 2004 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 & AWARDS CEREMONY

The FAB Awards will be judged by an International Jury in London during April 2004. Shortlisted entrants will be notified by 25th April, 2004. The Awards Dinner will be held on 29th May, 2004 at The HURLINGHAM CLUB in London.

ELIGIBILITY

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

Work must have appeared for the first time between April 1st 2003 and March 31st 2004

MEDIA, ENTRY FEES AND PAYMENT

OPTION 1: SINGLE & MULTIPLE ENTRIES

Prices are per entry or campaign. Multiply price by number of submissions.

| | |
|--|------|
| TV/ Cinema execution: | £140 |
| TV/ Cinema campaign (up to 3 executions): | £340 |
| Radio execution: | £125 |
| Radio campaign (up to 3 executions): | £235 |
| Press execution: | £120 |
| Press campaign (up to 3 executions): | £225 |
| Poster execution: | £120 |
| Poster campaign (up to 3 executions): | £225 |
| Packaging design execution: | £125 |
| Packaging design range (up to 6 variants): | £240 |
| New Media: | £135 |
| Logo: | £100 |
| Below the Line Single Entry: | £100 |
| Below the Line Campaign: | £300 |
| Integrated Campaign: | £550 |

OPTION 2: SPECIAL PACKAGE

UNLIMITED ENTRIES PER INDIVIDUAL AGENCY: £4500

(Agencies that chose this option would be able to submit as many entries as they like for a "one off fee" of £4500. - This price includes A TABLE OF TEN at the awards dinner in May.)

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. Or DVD.

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.

LOGO

1 x 35mm slide.

INTEGRATED CAMPAIGN

1 x slide, tape etc.

NEW MEDIA

URL of web-site or CD.

BELOW THE LINE

1 x slide, tape or literature etc.



▲ Neeraj Nayar
Awards President



▲ Cosmoblondie Germany
FABulous in New Media



FABulous Leo Burnett France ▲

▼ McCann Erickson London



ANR BBDO Sweden
& ARLA FOODS ▼



▼ FABulous BMP DDB

A FAB night for
DESIGN BRIDGE London ▼



▲ Pearlfisher London –
FABulous Packaging Design

A FAB Show!



Our thanks to our Sponsors

adforum.com