



## Winners & Finalists 2003

### PRESS

#### Alcoholic Drinks

Paulaner Wheat Beer	Drink & Drive	Kolle Rebbe Germany	Finalist
Smirnoff Ice	Montreaux Jazz "Piano"	JWT+H+F Zurich	<b>FAB AWARD</b>
Heineken	D.J.	Bauman Ber Rivnay Saatchi & Saatchi Israel	Finalist Campaign
Heineken	Leaving On A Bottle	Bauman Ber Rivnay Saatchi & Saatchi Israel	Finalist Campaign
Heineken	Carrying A Bottle	Bauman Ber Rivnay Saatchi & Saatchi Israel	Finalist Campaign

#### Savoury Foods

Wall's Bacon	Builder	McCann Erickson London	Finalist
Wall's Bacon	BBQ Bouncer	McCann Erickson London	Finalist
Campbell's	Key	BBDO Mexico	Finalist Campaign
Campbell's	Bow	BBDO Mexico	Finalist Campaign
Campbell's	Potato	BBDO Mexico	Finalist Campaign
Campbell's	Cauliflower	BBDO Mexico	Finalist Campaign
Heinz	Net	Leo Burnett Paris	<b>FABULOUS AWARD</b>
Findus	Pelican	Lowe Pirella Italy	Finalist
Knorr Sizzle + Stir	Black	BMP DDB London	Finalist Campaign
Knorr Sizzle + Stir	Sweet	BMP DDB London	Finalist Campaign
Knorr Sizzle + Stir	Chili	BMP DDB London	Finalist Campaign
Kraft Dressings	Hat	J Walter Thompson-London	<b>FAB CAMPAIGN</b>
Kraft Dressings	Vase	J Walter Thompson-London	<b>FAB CAMPAIGN</b>
Kraft Dressings	Bouquet	J Walter Thompson-London	<b>FAB CAMPAIGN</b>

#### Confectionery/Snacks

Wrigley's	Dentist	BBDO Mexico	<b>FAB AWARD</b>
Snickers	Exaggeration	BBDO Mexico	Finalist Campaign
Snickers	Absenteeism	BBDO Mexico	Finalist Campaign
Snickers	Lack of Focus	BBDO Mexico	Finalist Campaign
Snickers	Color Blindness	BBDO Mexico	Finalist Campaign
Snickers	Negativism	BBDO Mexico	Finalist Campaign
M & M's	George Bush's Private Collection	BBDO Dusseldorf	Finalist Campaign
M & M's	Armstrong's Private Collection	BBDO Dusseldorf	Finalist Campaign
M & M's	Bruce Lee's Private Collection	BBDO Dusseldorf	Finalist Campaign

#### Dairy Products

	Balcony	Sek & Grey Finland	Finalist
	Fishes to Dishes	Sek & Grey Finland	Finalist
Lurpak	Garlic Press	BMP DDB London	Finalist
Lurpak	Sombrero	BMP DDB London	Finalist
Lurpak	Mediterranean Herbs	BMP DDB London	Finalist
Yoplait YOP	Road Kill	McCann Erickson London	Finalist
Latt & lagom	Spider's Web	ANR.BBDO Sweden	<b>FAB CAMPAIGN</b>
Latt & lagom	Spider's Web	ANR.BBDO Sweden	<b>FAB CAMPAIGN</b>

## Non-Alcoholic Drinks

Gold Fruit Juice	Bee	Exxtra Kommunikation Zurich	Finalist
Pepsi Light	Bellybutton-Guy	BBDO Duesseldorf	<b>FAB CAMPAIGN</b>
Pepsi Light	Bellybutton-Girl	BBDO Duesseldorf	<b>FAB CAMPAIGN</b>
Pepsi Light	Rings	BBDO Mexico	Finalist
Pepsi Cola	Practice	BBDO Duesseldorf	Finalist Campaign
Pepsi Cola	Kick Off	BBDO Duesseldorf	Finalist Campaign
Pepsi Cola	Throw In	BBDO Duesseldorf	Finalist Campaign
Pepsi Cola	Post	BBDO Duesseldorf	Finalist Campaign
Pepsi Cola	Offside	BBDO Duesseldorf	Finalist Campaign
Evian	Drinnk & Drive	EURO RSCG Switzerland	Finalist
Kenco Really Dark	Gun	J Walter Thompson London	<b>FAB CAMPAIGN</b>
Kenco Really Dark	Cups	J Walter Thompson London	<b>FAB CAMPAIGN</b>

## Retailers

Burger King-Hot Chili Burger	Hot	.start Advertising Munich	<b>FAB AWARD</b>
La Cucina Italiana	Mincer	D'adda Lorenzini, Vigorelli, BBDO Milan	Finalist Campaign
La Cucina Italiana	Typewriter	D'adda Lorenzini, Vigorelli, BBDO Milan	Finalist Campaign
La Cucina Italiana	Film	D'adda Lorenzini, Vigorelli, BBDO Milan	Finalist Campaign
Julienne-Vegetarian Restaurant	Fly	LF&F Brussels	Finalist

## Baking/Sweet Foods

Pagan	Field	Valentin Byhr Sweden	Finalist Campaign
Pagan	Knead	Valentin Byhr Sweden	Finalist Campaign
Pagan	Cutter	Valentin Byhr Sweden	Finalist Campaign
Kronjast	Bunset	ANR.BBDO Sweden	Finalist

## Pet Foods

Dog Food	Pee Campaign-Truck	McCann Erickson Frankfurt	<b>FAB CAMPAIGN</b>
Dog Food	Pee Campaign-Hut	McCann Erickson Frankfurt	<b>FAB CAMPAIGN</b>
Dog Food	Pee Campaign-High Rise	McCann Erickson Frankfurt	<b>FAB CAMPAIGN</b>

## Health Foods

No Finalists

## Poster

### Alcoholic Drinks

Heineken	Let Me Entertain You	JWT+H+F Zurich	Finalist
Heineken	I Shot the Sheriff	JWT+H+F Zurich	Finalist
Heineken	Dancefloor	JWT+H+F Zurich	Finalist
Harwall Upcider	From Dusk till Dawn	Sek & Grey Helsinki	<b>FAB AWARD</b>
Skyy Blue	Product	Lambesis Agency	Finalist Campaign
Skyy Blue	Chair	Lambesis Agency	Finalist Campaign
Skyy Blue	Couple	Lambesis Agency	Finalist Campaign
Skyy Blue	Hollywood Babylon	Lambesis Agency	Finalist Campaign
Skyy Blue	Hook	Lambesis Agency	Finalist Campaign
Heineken	D.J.	Bauman Ber Rivnay Saatchi & Saatchi Israel	Finalist

### Savoury Foods

Wall's Sausages and Bacon	The Sausages	Mccann Erickson London	<b>FAB CAMPAIGN</b>
Wall's Sausages and Bacon	Vegetarians Fear Most		
Wall's Sausages and Bacon	Why Eggs Want To Be Laid	Mccann Erickson London	<b>FAB CAMPAIGN</b>
Charal	Bus	Leo Burnett Paris	Finalist Campaign
Charal	Janitor	Leo Burnett Paris	Finalist Campaign

Charal	Butter Dish	Leo Burnett Paris	Finalist Campaign
Seafood Bread Spread	Messy Table	Forsman & Bodenfors Sweden	Finalist Campaign
Seafood Bread Spread	Fridge	Forsman & Bodenfors Sweden	Finalist Campaign

### Confectionery/Snacks

Nestle-Smarties	Undercover-Hoodlum	J Walter Thompson London	<b>FAB CAMPAIGN</b>
Nestle-Smarties	Undercover-Detective	J Walter Thompson London	<b>FAB CAMPAIGN</b>
Snickers	Car	BBDO Duesseldorf	Finalist Campaign
Snickers	Crosswalk	BBDO Duesseldorf	Finalist Campaign
Snickers	Construction	BBDO Duesseldorf	Finalist Campaign
M & M's	Mike Tyson's Private Collection	BBDO Duesseldorf	Finalist

### Dairy Products

Nestle Austria	French Kiss	Ogilvy Austria	Finalist
Boursin	The Mouse	The Mouse	<b>FAB AWARD</b>

### Non-Alcoholic Drinks

Lipton Iced Tea	No Such Thing	J Walter Thompson London	<b>FAB CAMPAIGN</b>
Lipton Iced Tea	Never	J Walter Thompson London	<b>FAB CAMPAIGN</b>
Lipton Iced Tea	Catch On	J Walter Thompson London	<b>FAB CAMPAIGN</b>
Heredia Coffee	Great Ideas-Just Do It	Leo Burnett Portugal	Finalist Campaign
Heredia Coffee	Great Ideas-Mickey Mouse	Leo Burnett Portugal	Finalist Campaign
Heredia Coffee	Great Ideas-E=MC2	Leo Burnett Portugal	Finalist Campaign
Evian	Drink & Drive	EURO RSCG Switzerland	Finalist
PG Tips	Shopping	BMP DDB London	<b>FAB CAMPAIGN</b>
PG Tips	Train	BMP DDB London	<b>FAB CAMPAIGN</b>
Coca-Cola	Pants	McCann Erickson London	<b>FAB CAMPAIGN</b>
Coca-Cola	Wiggymen	McCann Erickson London	<b>FAB CAMPAIGN</b>
Coca-Cola	Medallion	McCann Erickson London	<b>FAB CAMPAIGN</b>
Lavazza	Espresso & Glamour	Armando Testa Italia	<b>FAB AWARD</b>

### Retailers

Burger King-Big King	Heavy	.start Advertising	Finalist
McDonald's	McDrive	Leo Burnett Oslo	Finalist
McDonald's	1-2-3 Cheese	Leo Burnett Belgium	<b>FAB AWARD</b>
McDonald's	McSesame	Heye & Partner Germany	Finalist

### Baking/Sweet Foods

No Finalists

### Pet Foods

Dog Food	Pee On Billboard	McCann Erickson Frankfurt	<b>FAB AWARD</b>
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### Health Foods

No Finalists

## Package & Design

### Alcoholic Drinks

Bailey's Gift Range	Bailey's Gift Range	Tayburn Brands Edinburgh	Finalist
Carlsberg Sweden	Cube	ANR.BBDO Sweden	Finalist
Dow's Midnight	Dow's Midnight	Design Bridge London	Finalist
Amundsen Vodka	Amundsen Vodka	Design Bridge London	Finalist
Gordon's Gin	Gordon's Gin	Design Bridge London	<b>FAB AWARD</b>
Pla Del Rei	Pla Del Rei	Pentagram London	<b>FAB AWARD</b>
Carlsberg Export	Carlsberg	Siebert Head London	Finalist
Absolut Vanilla	Absolut Vodka	Pearlfisher London	<b>FAB AWARD</b>

### Savoury Foods

Somerfield Fresh Soup	Range	Taxi Studio Bristol	Finalist
Chili Chaser	Chili Chaser Salsa	Primo Angeli:Fitch United States	<b>FAB AWARD</b>

Frank's Redhot

Frank's Redhot

Primo Angeli:Fitch United States Finalist

### Confectionery/Snacks

Somerfield Sweets

Range

Taxi Studio Bristol

Finalist

Fox's Glacier Sweets

Range

Siebert Head London

**FAB AWARD**

Green + Blacks

Range

Pearlfisher London

Finalist

Chococo

Range

Pearlfisher London

**FAB AWARD**

Walkers Sensations

Sensations Range

Landor Associates London

**FAB AWARD**

Lacryl

Lacryl Range

Design Bridge London

Finalist

### Dairy Products

Pure Dairy Free Spread

Range

Webb Scarlett London

Finalist

Latt & Iagom

Omega 3

ANR,BBDO Sweden

Finalist

I Can't Believe It's Not

I Can't Believe It's Not

Design Bridge London

**FAB AWARD**

Butter

Butter Range

### Non-Alcoholic Drinks

Coca-Cola

Diet Coke with Lemon

Dew Gibbons London

Finalist

Lucozade Energy

Lucozade Energy Range

Seachange Creative London

Finalist

Tazo

Tazo 3 Stacker Tins

Sandstrom Design Portland

**FAB AWARD**

Kombucha Wonder

Kombucha Holiday Box

Sandstrom Design Portland

Finalist

Drink

### Retailers

Carlsberg Export

Bar Font

Siebert Head London

**FAB AWARD**

EAT

EAT Range

Pentagram London

**FAB AWARD**

### Baking/Sweet Foods

No Finalists

### Pet Foods

No Finalists

### Health Foods

No Finalists

## Television/Cinema

### Alcoholic Drinks

Greene King

Grim Reaper

McCann Erickson London

**FAB CAMPAIGN**

Greene King

Night In

McCann Erickson London

**FAB CAMPAIGN**

### Savoury Foods

Heinz

Mothers

Leo Burnett France

Finalist Campaign

Heinz

French Beans

Leo Burnett France

Finalist Campaign

Heinz

Dogs

Leo Burnett France

Finalist Campaign

Charal

Parents

Leo Burnett France

**FAB AWARD**

Wulevu

Dog

Lowe Pirella Italy

Finalist

Marmite

Lifeguard

BMP DDB London

**FABULOUS AWARD**

Knorr Vie Soup

Pumpkin

BMP DDB London

Finalist Campaign

Knorr Vie Soup

Tomatina

BMP DDB London

Finalist Campaign

Knorr Vie Soup

Cucumber

BMP DDB London

Finalist Campaign

Knorr Sizzle + Stir

Unlucky Man

BMP DDB London

Finalist

McCain Aumentari

Miss Bintje

Armando Testa Italy

Finalist

Zwan

Olive

Lowe Brussels

Finalist Campaign

Zwan

Sticks

Lowe Brussels

Finalist Campaign

Zwan

Zakouskis

Lowe Brussels

Finalist Campaign

Hungerit Chicken Legs

Hungerit Chicken Legs

McCann Erickson Budapest

Finalist

Kraft Cheez Whiz

The Party

J Walter Thompson Toronto

Finalist

### Confectionery/Snacks

BiFi

Creche

Bartle Bogle Hegarty London

Finalist Campaign

BiFi

Babe

Bartle Bogle Hegarty London

Finalist Campaign

BiFi	Future	Bartle Bogle Hegarty London	Finalist Campaign
Nestle Yorkie	Face	J Walter Thompson London	<b>FAB CAMPAIGN</b>
Nestle Yorkie	Game	J Walter Thompson London	<b>FAB CAMPAIGN</b>
Nestle Yorkie	Boot	J Walter Thompson London	<b>FAB CAMPAIGN</b>
Nestle Yorkie	Grass	J Walter Thompson London	<b>FAB CAMPAIGN</b>
Nestle Yorkie	Not For Girls-Sponsorship	J Walter Thompson London	<b>FAB CAMPAIGN</b>
Wrigley Juicy Fruit	Kitchen	BBDO Chicago	Finalist
Nestle-After Eight	Anything Goes	J Walter Thompson London	Finalist
Kraft Foods	Mosquito	Ogilvy & Mather Norway	Finalist Campaign
Kraft Foods	Spider	Ogilvy & Mather Norway	Finalist Campaign
Kraft Foods	Frog	Ogilvy & Mather Norway	Finalist Campaign
Sabritas	Abuelos	BBDO Mexico	Finalist

### Dairy Products

Arla Foods-Latt&lagom	Tennsoldater	ANR BBDO Sweden	Finalist Campaign
Arla Foods-Latt&lagom	Borrmaskin	ANR BBDO Sweden	Finalist Campaign
Bregott	Kick Off at the Butter Factory	STREMSTÖM & CO	Finalist
Reddi Wip	Traditions	Grey New York	Finalist
Benecol Margarine	Pipes	Sek & Grey Finland	Finalist
Arla Foods	Bill-inge	ANR BBDO Sweden	<b>FAB AWARD</b>

### Non-Alcoholic Drinks

Montaut Mineral Water	The Hero	Lowe Brindfors Sweden	Finalist
Evian	Voices	BETC EURO RSCG Israel	Finalist
Tapuzina	Active	Reuveni Pridan Italy	Finalist
Sprite	Tattoo	Ogilvy Sweden	Finalist
Pepsico	Kung Fu	CLM BBDO France	<b>FAB AWARD</b>
Pepsico	Elephant Tower	CLM BBDO France	Finalist
Coca-Cola	Mower Man	McCann Erickson London	Finalist
Nestea	Antonio Fa Caldo	Blackpencil Italy	Finalist

### Retailers

Burger King-Whopper	Ronald McDonald	.start Advertising Munich	Finalist
McDonalds	2.700.000	Vitruvio Leo Burnett Spain	Finalist Campaign
McDonalds	Ten Seconds	Vitruvio Leo Burnett Spain	Finalist Campaign
McDonalds	Fanta	Vitruvio Leo Burnett Spain	Finalist Campaign
Lunch Garden Restaurant	Carnivorous Plants	EURO RSCG United Brussels	<b>FAB AWARD</b>

### Baking/Sweet Foods

No Finalists

### Pet Foods

Sheba Delectassee	Special Taste	BBDO Duesseldorf	Finalist
Purina Petcare	Purina Petcare	BMP DDB London	Finalist

### Health Foods

No Finalists

## New Media

### Alcoholic Drinks

Carling	www.carlinglive.com	Dowcarter Edinburgh	Finalist
Bacardi Brands	www.bacardi.com	cosmoblonde GmbH Germany	<b>FABULOUS AWARD</b>
Martini Brands	www.martini.de	cosmoblonde GmbH Germany	<b>FAB AWARD</b>
Conona Extra	www.corona.com	Real Branding San Francisco	Finalist

### Savoury Foods

Lea & Perrins	www.leaperrins.com	Arnold Interactive London	Finalist
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### Confectionery/Snacks

No Finalists

**Dairy Products**

Muller                      www.mullerlove.com                      Carlson Digital Bristol                      **FAB AWARD**

**Non-Alcoholic Drinks**

Afri-Cola                      www.afri-cola.com                      MSH & More Werbeagentur  
BmbH Germany                      **FAB AWARD**

**Retailers**

McDonald's                      www.mcdonalds.fr                      DUKE Paris                      Finalist

**Baking/Sweet Foods**

Nestle Nesquik                      www.nesquick.co.uk                      Zentropy Partners London                      **FAB AWARD**  
Coco Pops                      www.cocopops.co.uk                      Leonardo London                      **FAB AWARD**

**Pet Foods**

No Finalists

**Health Foods**

No Finalists

AGENCY OF THE YEAR **J WALTER THOMPSON London**