

The Awards

FAB 2001 Finalists and Winners

TV/Cinema

Alcoholic Drinks

AGENCY/COMPANY	TITLE	ADVERTISER	PRODUCTION COMPANY	COUNTRY	STATUS
HHCL & PARTNERS	JUDDERMAN*	WESTBAY/METZ	SPECTRE	GREAT BRITAIN	<i>FAB Award</i>
DDB Chicago	WASSAUP WASABI	ANHEUSER-BUSCH INC. /BUDWEISER	C & C STORM FILMS	USA	<i>FAB Award</i>
BBDO BANGKOK	DON'T DRINK AND DRIVE	UNITED WINERY AND DISTILLERY CO. LTD	MATCHING STUDIO CO., LTD"	THAILAND	FINALIST
DDB Chicago	WASSUP LANGUAGE TAPE	ANHEUSER-BUSCH INC. /BUDWEISER	MJZ (MORTON JANKEL ZANDER)	USA	FINALIST
McCANN-ERICKSON London	IN-LAWS (TART)	BACARDI	GODMAN	GREAT BRITAIN	FINALIST
McCANN-ERICKSON BELGIUM	THE HAKA	BACARDI MARTINI	PIX & MOTION	BELGIUM	FINALIST

* Special animation FAB Award

Baking/Sweet Foods

AGENCY/COMPANY	TITLE	ADVERTISER	PRODUCTION COMPANY	COUNTRY	STATUS
LEO BURNETT COMPANY Chicago	IN TOUCH/NECKERCHIEF/MARKINGS/HUG	KELLOGGS	MOXIE	USA	FINALIST
PALTEMAA HUTTUNEN SANTALA TBWA Helsinki	CRAZY FINNS	VAASAN & VAASAN	ELOHOPEA-FILMI	FINLAND	FINALIST
J WALTER THOMPSON London	DAWN OF MAN	KELLOGGS	PARK VILLAGE	GREAT BRITAIN	<i>FAB Award</i>
LEO BURNETT PARIS Levallois-Perret	BEARS/CAR WASH/SWORD	G. COSTA & CO GROUP	@RADICAL.MEDIA	FRANCE	FINALIST

Confectionery & Snacks

AGENCY/COMPANY	TITLE	ADVERTISER	PRODUCTION COMPANY	COUNTRY	STATUS
ABBOTT MEAD VICKERS.BBDO	TRAP	WALKERS CRISPS	PAUL WEILAND	GREAT BRITAIN	FINALIST

LEO BURNETT Oslo	DANCE	KRAFT FREIA	MOLAND FILM	NORWAY	<i>FABaward</i>
BARTLE BOGLE HEGARTY London	BREAK/VEGETARIAN/ MALE BONDING	UDL FOODS	PROPAGANDA	GREAT BRITAN	<i>FABaward</i>
EURO RSCG WNEK GOSPER	RON	CADBURY TREBOR BASSETT	BRAVE FILMS	GREAT BRITAIN	FINALIST

Dairy Products

AGENCY/COMPANY	TITLE	ADVERTISER	PRODUCTION COMPANY	COUNTRY	STATUS
PALTEMAA HUTTUNEN SANTALA TBWA Helsinki	PASSPORT	RAISIO GROUP	PALTEMAA HUTTUNEN SANTALA TBWA Helsinki	FINLAND	FINALIST
ANR BBDO	LOCAL GOVERNMENT EMPLOYEE	ARLA FOODS	FORSBERG & CO	SWEDEN	<i>FABaward</i>

Non Alcoholic Drinks

AGENCY/COMPANY	TITLE	ADVERTISER	PRODUCTION COMPANY	COUNTRY	STATUS
J WALTER THOMPSON London	CASH/WEDDING/DRESS/OFFICE	KRAFT/KENCO	2AM FILMS	GREAT BRITAIN	FINALIST
LEO BURNETT London	EASY WAY OUT	BRITVIC	SPECTRE	GREAT BRITAIN	<i>FABaward</i>
YOUNG & RUBICAM New York	NUDIST COLONY/ TASTE TEST/ DOG*	SEVEN UP INC.	ANONYMOUS	USA	<i>FABaward</i>

* SPECIAL ACTING FAB AWARD

The Retailers

AGENCY/COMPANY	TITLE	ADVERTISER	PRODUCTION COMPANY	COUNTRY	STATUS
LEO BURNETT HONG KONG	WILL YOU MARRY ME	McDONALD'S	DAVID KUNG FILMS	CHINESE HONG KONG	FINALIST
LEO BURNETT Oslo	TOOTHFAIRY	McDONALD'S	EPA INTERNATIONAL	NORWAY	<i>FABaward</i>

Savoury Foods

AGENCY/COMPANY	TITLE	ADVERTISER	PRODUCTION COMPANY	COUNTRY	STATUS
LOWE LINTAS & PARTNERS Brussels	ROCKING CHAIR	DOUWE EGBERTS	MICHEL DE WOUTERS PROD.	BELGIUM	FINALIST
BMP.DDB London	MILK	UNILEVER BESTFOODS	THOMAS & THOMAS	GREAT BRITAIN	<i>FABulous award</i>
LEO BURNETT London	BEAR	JOHN WEST	SPECTRE	GREAT BRITAIN	<i>FABaward</i>

POSTER

Alcoholic Drinks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
ARIH ADVERTISING AGENCY	IT'S A FESTIVAL. SMILE!	PIVOVARNA UNION	SLOVENIA	FINALIST
TEAM SAATCHI	ALOO/MADRAS/EAT MORE	COBRA BEER	GREAT BRITAIN	<i>FABaward</i>

Confectionery & Snacks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
LEO BURNETT COMPANY Chicago	ARMY/DOLL/WARRIOR WILD POSTER	KRAFT GENERAL FOODS	USA	FINALIST
RAINEY KELLY CAMPBELL ROALFE/Y&R London	WHAT?	KRAFT FOODS UK	GREAT BRITAIN	<i>FABulous award</i>

Dairy Products

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
D'ARCY Neuilly sur Seine	THE APRON	CANDIA	FRANCE	FINALIST
CLM/BBDO	PENGUINS/SURFER/ SNOW PLOUGH	MARS	FRANCE	FINALIST

Non Alcoholic Drinks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
OGILVY & MATHER Brussels	LOBSTER FUN	PERRIER	BELGIUM	FINALIST
GUYE & PARTNER	CRODINO	CAMPARI GROUP	SWITZERLAND	FINALIST

The Retailers

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
LEO BURNETT HONG KONG	M FOR BANANA	McDONALD'S	HONG KONG	<i>FABaward</i>
JMC CREATIVIDAD ORIENTADA/YOUNG & RUBICAM	FLAG	JAPANESE FAST FOOD C.A.	VENEZUELA	FINALIST

Savoury Foods

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
GREY TRACE Barcelona	SHADOWS	GEDESCO	SPAIN	FINALIST
LEO BURNETT Melbourne	TREE/SNOWMAN	H.J. HEINZ CO.	AUSTRALIA	<i>FABaward</i>
YOUNG & RUBICAM MEXICO Mexico City	SIMPSON	BARILLA	MEXICO	<i>FABaward</i>
BBDO/MEXICO Mexico City	FLAME	CAMPBELL'S DE MEXICO	MEXICO	FINALIST

Alcoholic Drinks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
GUYE & PARTNER	PUREST VODKA	CAMPARI GROUP	SWITZERLAND	FINALIST
YOUNG & RUBICAM MATTINGLY	WAVE	CARLTON UNITED SPECIAL BEVERAGES	AUSTRALIA	<i>FABaward</i>
JWT & HOSTETTLER & FABRIKANT	SHOUT	HEINEKEN BIERE AG	SWITZERLAND	FINALIST

Confectionery & Snacks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
LEO BURNETT COMPANY Chicago	THANK YOUR SIR!	KRAFT GENERAL FOODS	USA	FINALIST
YOUNG & RUBICAM MATTINGLY	RUNNING MAN	CADBURY SCHWEPES	AUSTRALIA	FINALIST
BBDO DUSSELDORF	WAITING FOR THE VOTE	MASTERFOODS GMBH	GERMANY	<i>FABaward</i>
TIEMPO/BBDO Barcelona	TELEPHONE/TOOTHBRUSH/ STAMP	MATUTANO	SPAIN	FINALIST

Dairy Products

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
SAATCHI & SAATCHI Madrid	BBQ/KITCHEN/TERRACE	"QUESERIAS BEL ESPANA, S.A."	SPAIN	<i>FABaward</i>
ADVICO YOUNG & RUBICAM	OPEN AIR FESTIVALS	SMP-PSL	SWITZERLAND	<i>FABulous award</i>

Non Alcoholic Drinks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
LODUCCA Publicidade	MOUTHS*	THE COCA-COLA COMPANY	BRAZIL	<i>FABaward</i>
CLM/BBDO	OLYMPIC GAMES	PEPSI	FRANCE	FINALIST
OGILVY & MATHER HONG KONG	AIR-CONDITIONER	FOUNTAIN FOOD PRODUCTS LTD	HONG KONG	FINALIST

* SPECIAL PHOTOGRAPHY FAB AWARD

the Retailers

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
LEO BURNETT COLOMBIANA	DELIVERY	McDONALD'S	COLOMBIA	FINALIST
JMC CREATIVIDAD ORIENTADA/YOUNG & RUBICAM	FLAG	JAPANESE FAST FOOD C.A.	VENEZUELA	<i>FABaward</i>
OGILVY & MATHER HONG KONG	LITTLE RED BOOK	BIRDLAND (HK) LTD	HONG KONG	FINALIST

Savory Foods

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
GREY TRACE Barcelona	SHADOWS	GEDESCO	SPAIN	FINALIST
LEO BURNETT COMPANY Chicago	OBSCENE NOISES	HEINZ	USA	FINALIST
BMP.DDB	CUPID	UNILEVER BESTFOODS	GREAT BRITAIN	FINALIST
BMP.DDB	SNAKES/SHARKS/SPIDERS	UNILEVER BESTFOODS	GREAT BRITAIN	FINALIST

RADIO

Alcoholic Drinks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
KILLEY WITHY PUNSHON ADVERTISING	A FAR CRY	ORLANDO WYNTHAM	AUSTRALIA	FINALIST

PACKAGING DESIGN

Alcoholic Drinks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
WILLIAMS MURRAY HAMM	WILD BREW	INTERBREW UK LTD	GREAT BRITAIN	FINALIST
WILLIAMS MURRAY HAMM	GB LAGER	INTERBREW UK LTD	GREAT BRITAIN	FINALIST
CIRCLE OF FRIENDS	FAT CAT BEER	ABRO	SWEDEN	FINALIST
DESIGN BRIDGE	DETLING KIRSCH	DETLING	GREAT BRITAIN	<i>FABaward</i>

*Baking/Sweet
Foods*

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
OGILVY DESIGN	O'HOJ	VAN DER BERGH FOODS AB	SWEDEN	<i>FABaward</i>
ZIGGURAT BRAND CONSULTANTS	McVITIES TUBES	McVITIES	GREAT BRITAIN	FINALIST

Confectionery & Snacks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
HORNALL ANDERSON DESIGN WORKS	GUITTARD CHOCOLATES	GUITTARD	USA	FINALIST
RUIZ + COMPANY	LINEA PACKAGING	CHOCOLATE FACTORY	SPAIN	<i>FABaward</i>
SPEKTAKULAR WERBEAGENTUR	X-TREME SOUR BUBBLE GUM LOLLIPOPS	CHUPA CHUPS S.A.	GERMANY	FINALIST

Dairy Products

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
FUTUREBRAND	ALBERT HEIJN ICE-CREAM	ALBERT HEIJN	THE NETHERLANDS	FINALIST

Non Alcoholic Drinks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
THE FORMATION	LA TATE COFFEE CUPS	COFFEE REPUBLIC PLC	GREAT BRITAIN	FINALIST
PENTAGRAM	DRAGONFLY TEA	WISTBRAY	GREAT BRITAIN	<i>FABulous award</i>
KARACTERS DESIGN GROUP	TRE LIMONE	CC BEVERAGE CORPORATION	CANADA	FINALIST
INNOCENT LTD	INNOCENT	INNOCENT	GREAT BRITAIN	<i>FABaward</i>

the Retailers

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
WILLIAMS MURRAY HAMM	HERE ORGANIC FOODSTORE	HERE ORGANIC FOODSTORE	GREAT BRITAIN	FINALIST

Savoury Foods

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
BRANDNEW DESIGN	FROZEN POTATO PRODUCTS	ALBERT HEIJN	THE NETHERLANDS	FINALIST
WILLIAMS MURRAY HAMM	HEALS BALSAMIC VINEGAR	HEALS DEPARTMENT STORES	GREAT BRITAIN	<i>FABaward</i>
WILLIAMS MURRAY HAMM	HEALS COOKING OILS	HEALS DEPARTMENT STORES	GREAT BRITAIN	FINALIST
NAVY BLUE DESIGN CONSULTANTS	BAXTERS SAUCES	BAXTERS	GREAT BRITAIN	FINALIST

NEW MEDIA

Alcoholic Drinks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
NAVYBLUE.COM	WWW.CHILLEDFFUSION.COM	DRAMBUIE	GREAT BRITAIN	<i>FABaward</i>
THE ABSOLUT COMPANY	WWW.ABSOLUT.COM	THE ABSOLUT COMPANY	SWEDEN	<i>FABulous award</i>
PLENUM NEW MEDIA	WWW.MARTINI.DE	MARTINI	GERMANY	FINALIST
ORBITAL GRUPO BBDO	WWW.LARIOSDRYGIN.COM	"PR LARIOS, SA"	SPAIN	FINALIST
ORBITAL GRUPO BBDO	WWW.HEINEKEN.ES	"HEINEKEN ESPANA, SA"	SPAIN	FINALIST

Confectionery & Snacks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
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AKQA NEW MEDIA	WWW.KITAT.CO.UK	NESTLE UK	GREAT BRITAIN	<i>FABaward</i>
HEAD NEW MEDIA	WWW.PEPERAMI.COM	VAN DEN BERGH FOODS LTD.	GREAT BRITAIN	FINALIST
EONE LORENTE	WWW.TOKKE.ES	CADBURY DULCIORA, S.L.	SPAIN	FINALIST
MACLAREN McCANN INTERACTIVE	WWW.MACLAREN.COM	GOOD HUMOR – BREYERS	CANADA	FINALIST
SUBNET LTD.	WWW.WOTSITS.CO.UK	GOLDEN WONDER	GREAT BRITAIN	FINALIST

Dairy Products

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
OGILVY INTERACTIVE	WWW.MAXIBON.CO.UK	NESTLE	GREAT BRITAIN	FINALIST

Non Alcoholic Drinks

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
FI SYSTEM BRAND NEW MEDIA	WWW.IRN-BRU.CO.UK	AG BARR	GREAT BRITAIN	<i>FABaward</i>
LAMBESIS	WWW.CANYOUDOIT.SUNNYD.COM	PROCTER & GAMBLE	USA	FINALIST
ORBITAL GRUPO BBDO	WWW.DAUNPASO.COM	COMPANIA BEBIDAS PEPSICO	SPAIN	FINALIST
PPGH JWT COLORS	WWW.SISL.NL	VRUMONA B.V.	THE NETHERLANDS	FINALIST

the Retailers

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
WICKEDWEB	WWW.NIGELSLATER.CO.UK	FOURTH ESTATE	GREAT BRITAIN	<i>FABaward</i>
PPGH JWT COLORS	WWW.STUDENTENSERVICE.NL	HEINEKEN NEDERLAND B.V.	THE NETHERLANDS	FINALIST

Savoury Foods

AGENCY/COMPANY	TITLE	ADVERTISER	COUNTRY	STATUS
FI SYSTEM BRAND NEW MEDIA	WWW.LOVELUNCH.COM	H. J. HEINZ	GREAT BRITAIN	<i>FABaward</i>
FI SYSTEM BRAND NEW MEDIA	WWW.SALADCREAM.COM	H. J. HEINZ	GREAT BRITAIN	FINALIST
OGILVY INTERACTIVE	WWW.CREATIVE-KITCHEN.CO.UK	VAN DEN BERGH FOODS	GREAT BRITAIN	FINALIST