

# The FAB Awards 2006

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

## Nominations and Winners

*TV*

### *The Retailers*

.Start Advertising, Munich	Burger King	Chickendales	Burger King	Nomination
DDB Denmark, Copenhagen	McDonalds	Fries	McDonald's	Nomination
Leo Burnett, Chicago	Chef Boyardee	Tinman	ConAgra	Nomination
Leo Burnett, Chicago	Chef Boyardee	Jumper	ConAgra	Nomination
<b>Leo Burnett, Sydney</b>	<b>Cheeseburger</b>	<b>Girl, Couple, Life</b>	<b>McDonald's</b>	<b>FAB</b>
DDB, Stockholm	New Menu System	New System, 100% Beef, Side Salad	McDonald's	Nomination
Cawley Nea\TBWA, Dublin	Eurosaver Menu	Rent	McDonald's	Nomination

# Confectionery & Snacks

BBDO New York	Snickers	Bald	Snickers	Nomination
BBDO New York	M&M's	Cubicle	M&M's	Nomination
BBDO New York	M&M's	Tan, Entourage, Lips	M&M's	Nomination
Publicis, London	McCoys Specials	Washing	McCoys Special	Nomination
AMV BBDO, London	Maltesers	Boardroom	Maltesers	Nomination
AMV BBDO, London	Mars	Coffin	Mars	Nomination
Grey Worldwide, New York	Pringles	Wacky Words	Pringles	Nomination
<b>Leo Burnett, Chicago</b>	<b>Sours</b>	<b>Fable of the Fruit Bat, People of Pain, Mastering the Mother Tongue</b>	<b>Altoids</b>	<b>FAB</b>
Leo Burnett, Paris	Krisprolls	Lulea, Swede, Clogs	Krisprolls	Nomination
AMV BBDO, London	Nobby's	Pub, Boots, Classroom	PepsiCo	Nomination
BBDO Campaign, Dusseldorf	Snickers	Biker	Masterfoods	Nomination

# Health Foods

Wirz BBDO, Zurich	Hitl Vegetarian	Flowerseller	Hitl Vegetarian	Nomination
Sek & Grey, Helsinki	Raisio Benecol Margarine	Horoscope	Raisio Benecol	Nomination

# Dairy Products

<b>Spot JWT, Athens</b>	<b>Chocolate Milk</b>	<b>Blues</b>	<b>Delta</b>	<b>FAB</b>
BBH, London	Flora	Typo	Unilever	Nomination
Gitam/BBDO, Ramat Gan	Pireus	Satellite	TNUVA	Nomination

## Savoury Foods

Bartle Bogle Hegarty, London

Birds Eye  
Development  
Discussion

Pea Car

Birds Eye

Nomination

Sek & Grey, Helsinki

Homepizza

Homepizza

Nomination

**DDB Paris**

**Shirt, Diamond**

**Le Barran**

**Le Barran**

**FAB**

Martin Williams, Minneapolis

Donato's Pizza

I'm Royce Warwick

Donato's Pizza

Nomination

Doner Cardwell Hawkins, London

Young's Seafood

Sea-to-Plate

Young's Seafood

Nomination

## Alcoholic Drinks

Go Film, New York

Coors

Shock

Coors

Nomination

**AMV.BBDO, London**

**Guinness**

**noitulovE**

**Guinness**

**FAB FABulous**

Spillman Felser Leo Burnett,  
Zurich  
Spillman Felser Leo Burnett,  
Zurich

Feldschlosschen

Zipper

Feldschlosschen

Nomination

Feldschlosschen

Saving Money

Feldschlosschen

Nomination

BBDO, Zagreb

Karlovacko Beer

Karlovacko Beer

Karlovacka Brewery

Nomination

Owens DDB, Dublin

Carlsberg

Reactions

Diageo

Nomination

BRW & Partners, Milan

Tuborg

Steel Teeth

Carlsberg Italia

Nomination

## Non-Alcoholic Drinks

**BBDO, New York**

**Pepsi**

**Sumo**

**Pepsi**

**FAB**

BBDO, New York

Sierra Mist

Wand

Sierra Mist

Nomination

BBDO, New York

Sierra Mist

Wedding Crashers

Sierra Mist

Nomination

BBDO, New York

Sierra Mist

Valet

Sierra Mist

Nomination

BBDO, New York

Sierra Mist

Baby Monitor

Sierra Mist

Nomination

**CHI Advertising, London**

CLM/BBDO, Paris  
 JWT, Mumbai  
 McCann Erickson., Mumbai  
 McCann Erickson., Mumbai

**Tango**

Pepsi Max  
 Mirinda  
 Coca Cola  
 Coca Cola

**Metaphors**

Clown, Bananas  
 Sucker  
 Cadet  
 Farmer

**Tango**

Pepsi Max  
 Pepsi  
 Coca Cola  
 Coca Cola

**FAB**

Nomination  
 Nomination  
 Nomination  
 Nomination

**Press***The Retailers*

DDB Denmark, Copenhagen  
 DDB, Stockholm  
 CCP Heye, Vienna  
 10 Advertising, Antwerp

McDonalds  
 McDonalds  
 McDonald's  
 Sips Cocktail Bar

Reopening  
 Hockey Fans: Gumshield, Tooth  
 Shop Window  
 Ladies Night

McDonalds  
 McDonalds  
 McDonald's  
 Sips Cocktail Bar

Nomination  
 Nomination  
 Nomination  
 Nomination

**.start, Munich****Burger King****Cowboys****Burger King****FAB***Confectionery & Snacks*

Leo Burnett, Chicago  
 Leo Burnett, Chicago  
 AMV BBDO, London  
 JWT, Milan

Altoids  
 Altoids  
 Snickers  
 Kit Kat

Smalls  
 Gum Rocks, Prowess, Wolves  
 Next of Kin, Dead, CPR, Frequent Flyer, Medic,  
 Sticks and Stones, Altitude  
 Ghost

Altoids  
 Altoids  
 Mars Confectionery  
 Nestle Italiana

Nomination  
 Nomination  
 Nomination  
 Nomination

**BBDO, Vienna****Orbit****Boy, Girl****Wrigley's****FAB**

## Health Foods

Grey, Mexico

Slim Fast

Ying Yang

Nomination

## Dairy Products

**Y&R, Mexico**

**Danonino**

**House, Swimming Pool, Park**

**Danone**

**FAB**

KNSK, Hamburg  
Waechter & Waechter Worldwide  
Partners, Munich

Optiwell Yoghurt  
Drink

Prison

Campina  
Molkerei Ammerland  
GmbH

Nomination

Milk

Ammerland Baby

Nomination

## Savoury Foods

BBD0, Mexico

Tabasco

Ice Fishing

Tabasco

Nomination

Food & Friends, Stockholm

Swedish Chicken

**The American Way of Life: Canyon, Map,  
Office**

Krinfagel

Nomination

**BBD0 Campaign, Dusseldorf**  
Shalmor Avnon Amichay/Y&R,  
Tel Aviv

**Pizza Hut**

Straw

**Pizza Hut**

**FAB**

Sek & Grey, Helsinki

Ketchup

Dull Boy

Heinz

Nomination

Homepizza

Homepizza

Nomination

Kolle Rebbe, Hamburg

Lakudia Olive Oil

Oilive

Lakudia

Nomination

## Alcoholic Drinks

Spillmann/Felser/Leo Burnett,  
Zurich

Baileys  
**Venge Vineyards  
wine**

Frappe; B52s; Mother's Finest

Diageo Suisse

Nomination

**Cole & Weber United, Seattle**

**Chicken, Giraffe, Dog**

**Venge Vineyards**  
Scottish & Newcastle  
Breweries  
Feldschlossen  
Getraenke AG

**FAB**

The Union, Edinburgh

John Smith's

Jockey

Nomination

Saatchi & Saatchi Simko, Geneva

Carlsberg

Table Football, Pennant

Nomination

## Non-Alcoholic Drinks

Spot JWT, Athens	Ioli Mineral Water	Lily, Watermelon, Ice Cream	Athenian Breweries	Nomination
BBDO Campaign, Dusseldorf	Pepsi Light	Shadows	PepsiCo Deutschland	Nomination
BBDO New York	Aquafina	Bubble	PepsiCo Speicherstadt Kaffee/Hacienda san Nicolas GmbH	Nomination FAB
<b>Kolle Rebbe, Hamburg</b>	<b>Speicherstadt Tea</b>	<b>Tea Field</b>		

## Poster

## The Retailers

Ipoinsize, Chennai	Eatalica	Hungry Souls	Eatalica	Nomination
<b>Leo Burnett, Mumbai</b>	<b>Home Delivery</b>	<b>Hole in Shoe</b>	<b>McDonalds</b>	<b>FAB</b>
Publicis, Stockholm	Burgers for Grown Ups	California, Coleslaw, Knockout	Texas Burger Co	Nomination
Wunderman, Chicago	Burger King	Chicken Fries	Burger King	Nomination
Lowe Brindfors, Stockholm	Coop Consom	You only have one Body	Coop Consom	Nomination
.start, Munich	Burger King	Cowboys	Burger King	Nomination

## Petfoods

<b>McCann Erickson, Munich</b>	<b>Happy Dog</b>	<b>I love my master</b>	<b>Interquell GmbH</b>	<b>FAB</b>
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# Confectionery & Snacks

## McCann Erickson, Mumbai

AMV BBDO, London

BBDO, Vienna

JWT, Vienna

## Health Foods

McCann Erickson, Mumbai

## Leo Burnett, London

Scholz & Friends, Berlin

## Dairy Products

Scholz & Friends, Berlin

## Baking & Sweet Foods

Tiempo BBDO, Barcelona

## Savoury Foods

BBDO Campaign, Dusseldorf

## Leo Burnett, Brussels

## Big Babol

Delight

Orbit

Kit Kat

Sweetex

## All Bran

Slim Fast

Free Range Eggs

Bimbo Semilla de Oro

Gpoi Asian Food

## Hot Ketchup

## Kiss, Crime, Adult

Shoe, Bag, Belt

Boy, Girl

Pause

Frame 1, Frame 2, Frame 3

## Bottom

Slim Very Fast

The Che-Cock Poster

Grafitti

Filet

## Dragon

## Perfetti van Melle

Mars Confectionery

Wrigley's

Nestle Austria

Kellogg's  
Allpharm Vertriebs  
GmbH

Bioland  
Bundesverband

Sara Lee

Asia Gourmet Imbiss

## H J Heinz

FAB FABulous

Nomination

Nomination

Nomination

Nomination

FAB

Nomination

Nomination

Nomination

Nomination

FAB

## Alcoholic Drinks

Cole & Weber United, Seattle	Venge Vineyards wine	Chicken, Giraffe, Dog	Venge Vineyards	Nomination
Irish International BBDO, Dublin	Guinness	Maul, Anthem, Line Out	Diageo Ireland	Nomination
<b>AMV BBDO, London</b>	<b>Draught Guinness</b>	<b>Cans 1, 3 and 4</b>	<b>Guinness</b>	<b>FAB</b>
TBWA\PARIS	Absolut Vodka	Keijiro, Moyan, Pyuupiru	Absolut Vodka	Nomination
JWT, London	Kingfisher Lager		United Breweries	Nomination

## Non-Alcoholic Drinks

<b>BBDO Campaign, Dusseldorf</b>	<b>Pepsi Light</b>	<b>Truck</b>	<b>PepsiCo Deutschland</b>	<b>FAB</b>
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## Packaging

### Health Foods

<b>Williams Murray Hamm, London</b>	<b>Organics</b>	<b>Tea Bags, Breadsticks, Sage &amp; Onion Stuffing, Tuscan Bean Soup, Leek &amp; Potato Soup, Wiinter Vegetable Soup</b>	<b>Sainsbury's</b>	<b>FAB</b>
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### Dairy Products

<b>VBAT, Amsterdam</b>	<b>Not Guilty</b>		<b>Freeez</b>	<b>FAB</b>
Bloom, London	Wall's Ice Cream Desserts	Banoffee Pie, Lemon Meringue, Chocolate Brownie	Wall's	Nomination
<b>Ziggurat Brand Consultants, London</b>	<b>Over the Moon</b>	<b>Over the Moon Range of Belnded Cheeses</b>	<b>Dairy Crest</b>	<b>FAB</b>

## Baking & Sweet Foods

Williams Murray Hamm, London	Fortnum & Mason Curiosities	Beef Extract, Orange Marmalade with Rum, Italian Chocolate Spread, Dark Navy Orange Marmalade, Rose Petal Jelly, Hazelnut and Chocolate Spread	Fortnum & Mason	Nomination
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## Savoury Foods

Lewis Moberly, London	Mustards	French, Wholegrain, English	Waitrose	Nomination
Taxi Studio, Bristol	Somerfield Pickles	Mixed Pickle, Pickled Onions, Sweet Pickled Onions, Silverskins	Somerfield Stores	Nomination

## Alcoholic Drinks

<b>Turner Duckworth, London</b>	<b>Root 1</b>	<b>Red wine</b>		<b>FAB FABulous</b>
Lewis Moberly, London	Monkey Shoulder	Monkey Shoulder	Wm Grant & Sons	Nomination
Design Bridge, London	Tennent's Lager		InBev	Nomination

## Non-Alcoholic Drinks

VBAT, Amsterdam	Coffee		Bunabet	Nomination
<b>Arbrandt Design, Stockholm</b>	<b>Laskfabriken I Vimmerby</b>		<b>Abro Bryggen</b>	<b>FAB</b>
Williams Murray Hamm, London	Jacksons Of Piccadilly	Jacksons of Piccadilly Tea Range	Jacksons	Nomination

# Brand Identity

## Non-Alcoholic Drinks

VBAT, Amsterdam

Bunabet

Bunabet

Bunabet

Nomination

# Logo Design

## Non-Alcoholic Drinks

VBAT, Amsterdam

Bunabet

Bunabet

Bunabet

Nomination

# Retail Environment

NO NOMINATIONS

# Direct

## The Retailers

Wunderman, Chicago

Burger King

Softscape

Burger King

Nomination

## *Petfoods*

**TBWA Germany**

**Pedigree**

**Doggy Style**

**Masterfoods**

**FAB**

SAVOURY FOODS

EHS Brann, Cirencester

Linda McCartney

H J Heinz

Nomination

## *Alcoholic Drinks*

**TMW, London**

**Guinness**

**Stamp**

**Diageo**

**FAB**

**TMW, London**

**Guinness**

**Irish Guinness**

**Diageo**

**FAB**

## *Non-Alcoholic Drinks*

Imago, Zagreb

Nescafe Vending  
Machines

Job Application

Nestle

Nomination

## *Integrated Campaigns*

## *The Retailers*

McCann Erickson, New York

Wendy's

Wendy's

Nomination

**Markom Leo Burnett, Istanbul**

**Chicken Wings**

**Flying Pasha**

**McDonald's**

**FAB**

## *Confectionery & Snacks*

BBDO New York

Snickers

Snickers satisfies

Masterfoods

Nomination

Ogilvy, Vienna

Toblerone

Bike, Disco

Toblerone

Nomination

## Savoury Foods

Martin Williams, Minneapolis

Donato's Pizza

Warwick Lawer campaign

Donato's Pizza

Nomination

## Alcoholic Drinks

Archibald Ingall Stretton,  
London

Hennessy Fine de  
Cognac

Enjoy the Moment

Moet Hennessy UK

FAB FABulous

## Sales Promotion

### The Retailers

Leo Burnett, Chicago

McDonalds

Big Drinks

McDonalds

FAB

### Alcoholic Drinks

Carlson Marketing, London

Stella Artois

Live Film

InBev

Nomination

Arc Worldwide, London

Strongbow

Win a Ghost

Scottish Courage

Nomination

## Collateral & POS

### The Retailers

Design Temple, Mumbai

Umaid Bhawan  
Palace, Jodhpur

Umaid Bhawan Palace, Jodhpur

The Taj Group of  
Hotels

Nomination

Euro RSCG, Dusseldorf

Subway

Burger, Pizza

Subway

Nomination

Wunderman, Chicago

Burger King

Softscape

Burger King

FAB

Euro RSCG, Sydney

Juiced Rawbars

Burger, Fries, Hotdog

Juiced Rawbars

Nomination

*Confectionery & Snacks*

Kolle Rebbe, Hamburg

Vivil

Flip Book

Vivil A Mueller GmbH

FAB

FABulous

*Photography*

Armando Testa, Milan

Lavazza Coffee

First Class Coffee Experience

Luigi Lavazza SPA

Nomination

*Alcoholic Drinks*

Scholz & Friends, Hamburg

Holsten Diet Beer

The Diet Beer Shirt

Holsten Brauerei AG

Nomination

*Non-Alcoholic Drinks*

Mayer/McCann Erickson,  
Bratislava

Door Stickers

Coca Cola

Coca Cola

FAB

## *Guerilla Marketing*

*Confectionery & Snacks*

BBDO New York

Snickers

Go Cards

Masterfoods

Nomination

*Alcoholic Drinks*

BBDO New York

Guinness

Dart Board

Guinness

Nomination

# Websites

## The Retailers

AKQA, London

Sainsbury's

Sainsbury's

Sainsbury's

Nomination

**Tribal DDB, Sydney**

**McDonald's**

**McDonald's**

**McDonald's**

**FAB**

## Confectionery & Snacks

**DDB Stockholm**

**Crisps**

**Encyclopedi Potata**

**OLW**

**FAB**

Red Rocket, Exeter

Burt's Chips

Burt's Potato Chips  
Ltd

Nomination

## Dairy Products

**Carlson Marketing, London**

**Cravendale Milk**

**Arla Foods**

**FAB**

Tribal DDB, Sydney

Dairy Farmers

Moove

Dairy Farmers

Nomination

TMW, London

Flora

Spread the Love

Unilever

Nomination

## Baking & Sweet Foods

**Touche Etoile, Roubaix**

**Chocapic**

**Chocapic**

**Nestle**

**FAB**

Arc Worldwide, London

Coco Pops

Coco's New World

Kellogg's

Nomination

## Savoury Foods

**Grand Union, London**

**Mustard**

**Mustard**

**Colmans**

**FAB**

AKQA, London

Peperami

Peperami Noodles Army

Unilever

Nomination

## Alcoholic Drinks

Carlson Marketing, London

Guinness

Diageo

Nomination

Great Works, Stockholm

Absolut Metropolis

Absolut

FAB

## Non-Alcoholic Drinks

Grand Union, London

Tango Clear

Tango Clear

Britvic

Nomination

Juxt Interactive

Nestea

Coca Cola

Nomination

AKQA, London

PG Tips tea

Wallace & Gromit

Unilever

FAB

Lawton eMarketing, Southampton

Ocean Spray

Gerber Foods Soft  
Drinks

Nomination

Armando Testa, Milan

Lavazza coffee

First Class Espresso Experience

Luigi Lavazza SPA

Nomination

## E-mail campaigns

## Savoury Foods

Swamp

Heinz Offers

H J Heinz

FAB

## Alcoholic Drinks

TMW

Guinness

Guinness

Nomination

# Virals

## Savoury Foods

Meme Digital

## Alcoholic Drinks

Arc Worldwide

Breakfast  
Transformer

The Best Job in the  
World

Danish Bacon & Meat  
Council

FAB

Johnnie Walker

Nomination

# Advertainment

## Alcoholic Drinks

BBDO New York

Inventions, Picnic,  
Six Pack

Guinness

Guinness

Nomination

# Online Advertising

## Alcoholic Drinks

Daddy, Gothenberg

Carlsberg

Carlsberg Sverige

FAB FABulous

Tequila\NY

Absolut

Winter - Scrambler

Absolut Vodka

Nomination

Tequila\NY

Absolut

Winter - Snug

Absolut Vodka

Nomination

Tequila\NY

Absolut

Apeach - Journey

Absolut Vodka

Nomination

# The FABulous Awards

## TV

AMV.BBDO, London

Guinness

noitulovE

Guinness

## Press & Poster

McCann Erickson, Mumbai

Big Babol

Kiss, Crime, Adult

Perfetti van Melle

## Packaging Design

Turner Duckworth, London

Root 1

Red wine

## Integrated Campaigns

Archibald Ingall Stretton, London

Hennessy Fine de  
Cognac

Enjoy the Moment

Moet Hennesy UK

## Collateral / POS / Direct

Kolle Rebbe, Hamburg

Vivil

Flip Book

Vivil A Mueller GmbH

## Digital

Daddy, Gothenberg

Carlsberg

Carlsberg Sverige

# Agency of The Year

AMV.BBDO, London