



INTERNATIONAL  
FOOD AND BEVERAGE  
CREATIVE EXCELLENCE AWARDS

Press Release

Winners of The 9<sup>th</sup> International Food and Beverage Creative Awards, The FAB Awards, for 2007 announced:

Leading the pack was AMV BBDO, London who took the FABulous Award for “Agency of the Year” in the entire Awards Programme and won 3 FAB Awards – “Hotel Room” for Snickers in Press, “Einstein, Moon, Playstation” for Guinness in Press, “Believe” for Mars in Integrated and had several nominations across all the various media.

AMV BBDO also took the FABulous Award for the best Integrated work in the Awards Programme, for Mars’ much-acclaimed ‘Believe’. The FABulous for Press and Poster went to CLM BBDO, Paris, for Vitry Museum of Contemporary Arts Restaurant; and IMPACT BBDO Saudi Arabia for their work titled Vitamins and done for Goody’s; the FABulous for Packaging Design went to The Partners; London for Casa Loreto Olive Oil; the FABulous for TV/Cinema Advertising went to Wieden & Kennedy, Amsterdam for ‘Happiness Factory’ for Coca Cola, the FABulous for Collateral & POS/Direct/Guerilla went to Ogilvy Sweden for ‘Strommen Event’ for Ostermalmshallen Food Market and The Digital FABulous was won by Goodby Silverstein and Partners, San Francisco for “Get the Glass” for California Milk.

In keeping with its growing stature as a truly International Awards programme for creative excellence in Food and Drink, The FAB Awards’ 39 trophies for 2007 went to Agencies in 4 Continents.

The FAB Award winners were:

Advertising & Integrated:

AMV BBDO London, Impact BBDO Saudi Arabia, Leo Burnett Chicago, CLM BBDO Paris, McCann Erickson Mumbai, The Leith Agency Edinburgh, Buzzman/Challenger France and Wieden & Kennedy Amsterdam

Digital:

AKQA London, Goodby Silverstein & Partners San Francisco, Great Works Stockholm, Argonauten G2 Berlin, DDB London, Swamp at Brahm Leeds and BBDO New York.

Packaging Design & Retail Environment:

Vibrandt UK, Design Bridge London, Pearlfisher London, Pemberton & Whitefoord Design London, The Partners London, Ziggurat Brands London; Sandstrom Design Portland, Subgroup Design Australia and CADA Design Group London.

Direct, Collateral & POS, Guerilla Marketing:

Ogilvy Sweden, Chemistry Communications London, Kolle Rebbe Hamburg and Leo Burnett Shanghai

The Winners were announced at the Awards Dinner on 17<sup>th</sup> May at The Hurlingham Club in London, one of the City's most elegant private clubs. The "Agency of The Year" Award was collected by Paul Brazier, Executive Creative Director, AMV BBDO London and presented to him by Donald Gunn.

-continues-

Notes to Editors:

1. The FAB Awards are the only International Creative Awards programme in the world focussed solely on creative work done for Food and Drink brands, and this year attracted over 3,500 pieces of work from over 65 countries, covering TV, Posters, Press, Radio, Direct, Sales Promotion, Collateral & Point of Sale, Guerilla Marketing, E-mail Campaigns, Online Advertising, Viral Campaigns, Advertainment, Integrated Communications, Campaigns, Packaging, Logo Design, Brand Identity, Retail Environment, and Websites. The work was judged by Creative Directors from around the world.
2. A full listing of all the Winners and Finalists for the FAB Awards 2007 is attached.
3. All the Winners' work can be seen on Adforum – [www.adforum.com](http://www.adforum.com) – from 18<sup>th</sup> May 2007.
4. Further information is available from The FAB Awards office in London: telephone +44 20 7751 0354, fax +44 20 7751 0352, by e-mail on [info@fabawards.com](mailto:info@fabawards.com) or at <http://www.fabawards.com>

18<sup>th</sup> May, 2007