

Region II Best of NAMA Winners

Advertising

Category Name	Place	Company	Agency	Entry Title
Multi-Media Campaigns-Local	First	FMC Corporation	Swanson Russell	Athena Multimedia Campaign
Multi-Media Campaigns-Local	Merit	FMC Corporation	Swanson Russell	Brigade WSB Multimedia Campaign
Multi-Media Campaigns-Regional	First	Monsanto Company	Paradowski Creative	Roundup Ready PLUS™ Myth/Fact campaign
Multi-Media Campaigns-Regional	Merit	Arysta LifeScience	Woodruff Sweitzer	Raze Campaign
Multi-Media Campaigns-National	First	Monsanto	Osborn & Barr	DEKALB 2012 Integrated Campaign
Multi-Media Campaigns-National	Merit	Monsanto	Big Tree / Antidote / Momentum	Genuity® FY '12 Campaign
New Product Introduction	First	POET	3 Advertising	Load Toad new product introduction
New Product Introduction	Merit	John Deere	In-house	John Deere 7R Series Tractors
Advertising Campaign directed to a rural lifestyle audience	First	John Deere	In-house	2011 Drive Green - Test the rest. Choose the best.
Advertising Campaign directed to a rural lifestyle audience	Merit	John Deere	In-house	John Deere Difference Campaign Phase II
Producer or Company-funded advertising directed to consumers	First	Monsanto Company	Paradowski Creative	Monsanto Beltway Improve Agriculture Campaign
Producer or Company-funded advertising directed to consumers	Merit	Shatto Milk	Sullivan Higdon & Sink	Shatto Milk Packaging Series
Spreads, single	First	Monsanto	Osborn & Barr	DEKALB 2012 Brand - Roots
Spreads, single	Merit	John Deere	In-house	John Deere 7R Series Tractors
Spreads, series	First	Monsanto	Osborn & Barr	DEKALB 2012 Print Campaign
Spreads, series	Merit	Monsanto	Brighton Agency	Deltapine Texas Ads
Single Page Ads, single	First	Monsanto Company	Paradowski Creative	Roundup Ready PLUS™ Myth/Fact single page ad
Single Page Ads, single	Merit	Monsanto	Osborn & Barr	DEKALB Roots Run Deep in Illinois
Single Page Ads, series	First	Hoegemeyer Hybrids	EG Integrated	Hoegemeyer Compass & Weathervane Print Ads
Single Page Ads, series	Merit	Boehringer Ingelheim Vetmedica, Inc.	Woodruff Sweitzer	Enterisol Ileitis Print Ad
Less than page ads, single	First	High Plains Journal	Osborn & Barr	Canola U
Less than page ads, series	First	Global Animal Management	Swanson Russell	Tri-Merit Producer Ads
Less than page ads, series	Merit	Pioneer Hi-Bred	McCormick Company	PHI Pioneer Crop Insurance
Trade Ads, single or series	First	Monsanto Company	Paradowski Creative	Monsanto Beltway Improve Agriculture Campaign - Print Series
Trade Ads, single or series	Merit	Growth Energy	3 Advertising	Growth Energy legislative print campaign
Unique print advertising	First	Monsanto	Osborn & Barr	DEKALB 100 High Impact Unit
Unique print advertising	Merit	Monsanto	Osborn & Barr	DEKALB Basketman Coverwrap
Advertorials	First	AGCO Corporation	Osborn & Barr Communications	SpraCoupe Show 'n Tell
Advertorials	Merit	Monsanto	Osborn & Barr	Genuity RR2Y Advertorial Series
Radio - Single	First	United Soybean Board (USB)	Osborn & Barr	USB's "Beyond the Elevator" Know your customer: cattle
Radio - Single	Merit	Dow AgroSciences	Bader Rutter & Associates	Mycogen "Night Harvest"
Radio - Series	First	United Soybean Board (USB)	Osborn & Barr	USB's "Beyond the Elevator" Know your customer: Series
Radio - Series	Merit	Nebraska Corn Board	David & Associates	Curt Tomasevicz Radio Series
Television - Single or Series	First	Raven Industries	David & Associates	Raven OmniRow
Television - Single or Series	Merit	Pioneer Hi-Bred	McCormick Company	Right Product Right Acre
Audio visual presentations directed to farmers, growers and ranchers	First	Monsanto	Momentum	America's Farmers Mobile Experience Video
Audio visual presentations directed to farmers, growers and ranchers	Merit	Monsanto	Momentum	Genuity® Roundup Ready 2 Yield® "Ask for the 2" Video
Audio visual presentations directed to dealers, distributors or sales reps	First	Monsanto	Osborn & Barr	DEKALB National Sales Meeting Chopper Video

Category Name	Place	Company	Agency	Entry Title
Audio visual presentations directed to dealers, distributors or sales reps	Merit	Monsanto	Osborn & Barr	DEKALB National Sales Meeting Chopper Teaser Video
Advertising on the Web directed to farmers, growers and ranchers	First	Monsanto	HughesLeahyKarlovic - HLK	DEKALB 100th ANNIVERSARY TIMELINE
Advertising on the Web directed to farmers, growers and ranchers	Merit	John Deere	In-house	Experience a New Reality - (John Deere Augmented Reality)
Digital presentations	First	Boehringer Ingelheim Vetmedica, Inc.	Blasdel Cleaver Schwalbe Communications	Boehringer Ingelheim Behind the Scenes Video
Direct Mail-directed to farmers, growers and ranchers - flat	First	Monsanto Company	Paradowski Creative	Roundup Ready PLUS Myth/Fact lenticular postcards series
Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Pioneer Hi-Bred	McCormick Company	Optimum® AQUAmax™ - Thrive and Shine
Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Dow AgroSciences	Bader Rutter & Associates	Grain corn - Two-way radio promotion
Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Monsanto Company	Paradowski Creative	Monsanto Stewardship Cotton Refuge Mailer
Direct Mail-directed to dealers, distributors or sales reps - flat	First	FMC Corporation	Swanson Russell	Brigade WSB Direct Mail
Direct Mail-directed to dealers, distributors or sales reps - flat	Merit	Global Animal Management	Swanson Russell	eyeD Kentucky Horse Park Presentation Invitation
Billboards or other outdoor ads	First	Monsanto Company	Paradowski Creative	Monsanto Beltway Improve Agriculture Wall Displays at Ronald Reagan National Airport
Billboards or other outdoor ads	Merit	Monsanto	Momentum	Genuity® "Refuge Made Easy" Billboard
Customer Brochures, Catalogs-farmer directed-single	First	John Deere	In-house	John Deere 7R Series Tractors
Customer Brochures, Catalogs-farmer directed-single	Merit	Monsanto Company	Paradowski Creative	2011 Channel Brand Story
Customer Brochures, Catalogs-farmer directed-series	First	Monsanto Company	Paradowski Creative	Roundup Ready PLUS Chemistry Portfolio Fliers
Customer Brochures, Catalogs-farmer directed-series	Merit	Cattlemen's Beef Board	McCormick Company	Get to know your beef checkoff
Brochures, catalogs, etc., directed to dealers, distributors, or sales reps	First	Great Salt Lake Minerals Company	Salva O' Renick	Optimizing Almond Yields with Sulfate of Potash
Brochures, catalogs, etc., directed to dealers, distributors, or sales reps	Merit	AGROTAIN International	In-house	AGROTAIN Technology Brochure
Point-of-purchase materials	First	Bayer Animal Health	AgencyRx/Grey HealthCare Group	Bayer QuickBay/Tempo Pest Killer P.O.P
Point-of-purchase materials	Merit	Land O'Lakes Purina Feed	McCord Design Group	Lifestyle Cattle Launch Kit
Exhibits	First	Monsanto	Momentum	America's Farmers Mobile Experience
Exhibits	Merit	Monsanto	Osborn & Barr	DEKALB Chopper Stage at Farm Progress Show
Premiums/Specialties directed to farmers, growers and ranchers	First	Monsanto	Osborn & Barr	DEKALB Luke Bryan Concert Collateral
Premiums/Specialties directed to farmers, growers and ranchers	Merit	Monsanto	Osborn & Barr	DEKALB Luke Bryan Concert T-shirts
Corporate Identity	First	Monsanto	Momentum	WestBred Wheat Logo
Corporate Identity	Merit	Monsanto Company	Paradowski Creative	Monsanto America's Farmers Visual Identity System
All elements	First	AdFarm	In-house	Home for the Holidays
All elements	Merit	Sullivan Higdon & Sink	In-house	Best of NAMA Call for Entries Poster
Public Relations				
Overall PR Program - directed to farmers, growers and ranchers	First	Bayer CropScience	AdFarm	InVigor canola More for Everyone campaign
Overall PR Program - directed to farmers, growers and ranchers	Merit	Monsanto Corporate	Osborn & Barr	America's Farmers Mom of the Year Program 2011

Category Name	Place	Company	Agency	Entry Title
Overall PR Program or program element - directed to a rural lifestyle audience	First	Land O'Lakes Purina Feed	Swanson Russell	Purina 60-Day See the Difference Challenge
Overall PR Program or program element - directed to a rural lifestyle audience	Merit	Land O'Lakes Purina Feed	Swanson Russell	Purina Pink 50 Campaign
Media Relations	First	Dow AgroSciences	Bader Rutter & Associates	Crop Technology Media Summit
Media Relations	Merit	John Deere	Blasdel Cleaver Schwalbe Communications	John Deere Product Introduction Media Event
Public Affairs/Issues Management program	First	Osborn & Barr	In-house	Man Made: Disaster at Birds Pont (Documentary)
Public Affairs/Issues Management program	Merit	Merck Animal Health (Formerly Intervet/Schering-Plough Animal Health)	Osborn & Barr	Response to EHV-1 Outbreak
Producer Funded Public Relations program - to ag audiences	First	Cattlemen's Beef Board	McCormick Company - design and template preparation	Your National Beef Checkoff: 25 Years and Counting
Producer or Company Funded Public Relations campaigns - to consumers	First	CMA	In-house	"Meet Ohio Dairy Farmers" June Dairy Month campaign
Producer or Company Funded Public Relations campaigns - to consumers	Merit	Nebraska Corn Board	David & Associates	Curt Tomasevicz "Nebraska's Gold" Campaign
News or Feature Article	First	Livestock Improvement Corporation (LIC)	Osborn & Barr	"Six Keys to Success when Getting Started in Grass-Based Dairying" Column
News or Feature Article	Merit	Pioneer Hi-Bred	McCormick Company	In it for the long haul
Persuasive Writing	First	Pioneer Hi-Bred	McCormick Company	Life in a glass barn
Persuasive Writing	Merit	SFP	Osborn & Barr Communications	SFP / AgProfessional 2010 Crop Fertility Ph.D. White Papers compilation booklet
News Release	First	Merck Animal Health	Osborn & Barr	"Dairy Industry Makes Strides in Respiratory Management" News Release
News Release	Merit	Pioneer Hi-Bred	McCormick Company	Pioneer Hi-Bred 2011 Optimum@ AQUAmax News Release
Events - Customer	First	Dow AgroSciences	Fleishman-Hillard	Bye Bye Billion Pounds
Events - Customer	Merit	Monsanto	Brighton Agency	Deltapine New Product Evaluator Summit
Events - Internal	First	Boehringer Ingelheim Vetmedica, Inc.	Blasdel Cleaver Schwalbe Communications	Boehringer Ingelheim Pet Sales Meeting- San Antonio
Events - Internal	Merit	SFP	Osborn & Barr Communications	SFP Fertilizer Efficiency Network (FEN) Educational Marketing Unit Internal Launch Event
Company and Association newsletters - External - Directed to farmers, growers and ranchers	First	FMC Corporation	Swanson Russell	Breaking Ground Newsletters
Company and Association newsletters - External - Directed to farmers, growers and ranchers	Merit	National Cattlemen's Beef Association	In-house	"Countdown To The Show" Cattle Industry Convention & NCBA Trade Show Newsletter
Company and Association newsletters - External - Directed to dealers, distributors, sales reps, or veterinarians	First	Pioneer Hi-Bred	McCormick Company	Pioneer ProAction® newsletter
Company and Associations magazines - External	First	John Deere	In-house	Homestead magazine
Company and Associations magazines - External	Merit	John Deere	In-house	The Furrow magazine
Company Publications - Internal	First	Boehringer Ingelheim Vetmedica, Inc.	Blasdel Cleaver Schwalbe Communications	Boehringer Ingelheim Daily Dose
Company Publications - Internal	Merit	Farm Credit Bank of Texas	In-house	Common Ground

Category Name	Place	Company	Agency	Entry Title
Company Publications - Annual Reports	First	National Corn Growers Association	David & Associates	NCGA 2010 Annual Report
Company Publications - Annual Reports	Merit	Ag Processing Inc. (AGP)	Swanson Russell	AGP Annual Report
Broadcast News	First	SFP	Osborn & Barr	Innovators of Ideas: Notes from No-Till, Take Two
Broadcast News	Merit	United Soybean Board	Osborn & Barr	Beyond the Bean On-Air
Internet Web Site - Directed to farmers, growers and ranchers	First	SFP	Osborn & Barr	SFP Yield Signs Web site www.sfpfieldsigns.com username: sfp2011 / password: nama2011
Internet Web Site - Directed to farmers, growers and ranchers	Merit	Monsanto	Momentum	Go All RIB Contest Website http://www.goaltrib.com/reviewonly/Default.aspx
Interactive Marketing Tools	First	Monsanto Corporate	Osborn & Barr	America's Farmers Webisode Series
Interactive Marketing Tools	Merit	John Deere	Blasdel Cleaver Schwalbe Communications	John Deere AEM Evite
Other Social Media	First	Land O'Lakes Purina Feed	McCord Design Group	Rule the Roost Facebook Sweepstakes
Other Social Media	Merit	DuPont Crop Protection	Colle+McVoy / Exponent PR	2011 All Aboard Wheat Harvest Tour

Specialty Categories

Specialty Advertising Campaign	First	Sergeant's Pet Care Products, Inc.	In-house	The National Launch of the SENTRY Fiproguard Brand
Specialty Advertising Campaign	Merit	Global Animal Management	Osborn & Barr Communications	eyeD Equine Identification System - Veterinary Channel Launch / Teaser Campaign
Specialty Public Relations Campaign	First	Companion Animal Parasite Council (CAPC)	Blasdel Cleaver Schwalbe Communications	Companion Animal Parasite Council (CAPC) Road Show
Specialty Public Relations Campaign	Merit	Boehringer Ingelheim Vetmedica, Inc.	Blasdel Cleaver Schwalbe Communications	Boehringer Ingelheim Be Vaccine Smart
Companion Animal or Turf and Ornamental Campaign	First	Natura Pet Products, Inc.	Brighton Agency, Inc.	"Farm to the Bag" Video
Companion Animal or Turf and Ornamental Campaign	Merit	Companion Animal Parasite Council (CAPC)	Blasdel Cleaver Schwalbe Communications	Companion Animal Parasite Council (CAPC) Road Show RV

Best of Show

Advertising

Premiums/Specialties directed to farmers, growers and ranchers

Monsanto

Osborn & Barr

DEKALB Luke Bryan Concert Collateral

Public Relations

Events - Internal

Boehringer Ingelheim Vetmedica, Inc.

Blasdel Cleaver Schwalbe Communications

Boehringer Ingelheim Pet Sales Meeting - San Antonio

Note: All first and merit winners are eligible to advance to the national judging. You will receive an e-mail from the national NAMA office by Feb. 1 with instructions on how to advance your entries. Those entries that win at the national judging will be announced at the Best of NAMA Ceremony that kicks off the 2012 Agri-Marketing Conference, April 18-20, at the Sheraton Kansas City Hotel at Crown Center in Kansas City.