



ACRES OF INNOVATION



BEST OF NAMA CALL FOR ENTRIES • DEADLINE: OCTOBER 7, 2011



ACRES OF INNOVATION

2011

The Best of NAMA awards program honors the best work in agricultural communications. Actually, the best of the best, because companies and agencies must first qualify through regional competition in order to advance to the national level. The national awards ceremony will take place April 18, 2011 at the Hyatt Regency, Kansas City.

Best of NAMA operates on a regional judging format. Entries are sent directly to the national NAMA office and judged by industry professionals at a regional level for possible advancement to national competition. A minimum point standard will be used and enforced at the regional level. Work that is not above a certain point standard will not be eligible to be advanced. If you place first or merit at the regional competition and score above the minimum point standard, you are eligible to advance to the national competition. The NAMA office will notify you by February 1, 2012, regarding entries eligible for advancement. An entry fee at the regional and national level is required. If your entry advances to national, however, it will not be necessary to create another entry.

SUPPORT YOUR LOCAL NAMA CHAPTER.
Your local chapter receives \$25 per regional entry. So, enter your work in Best of NAMA and support your local chapter at the same time.

WHAT'S ELIGIBLE.
If you're a NAMA member, you're eligible to submit your company's communications materials produced for first use in 2011. (If entered in 2010, the EXACT SAME entry will not be eligible in 2011.) Additions or modifications to an ongoing campaign will not be eligible year after year. You must enter through chapters where your company has a member. Entries are open to agricultural, ornamental, turf, livestock veterinarians and any other ag-related products or services whose primary audience is farmers, ranchers and growers (except as otherwise noted). Each entry should be submitted through one region only.

ENTRY SUBMISSION.

Entries should be submitted to the National Agri-Marketing Association, 10200 King Street, Suite 205, Overland Park, KS 66202. It is mandatory that the entry identify the chapter of the company or agency (note space on entry form). (Members-at-large or Canadian members and other council members not affiliated with a NAMA Chapter should identify the nearest chapter.) The exact same entry may not be entered into two different categories, however, elements of a campaign can be entered in separate categories. Please do not enter the exact same entry through different chapters. Work directed at Canadian audiences can be entered in any category. The Best of NAMA committee reserves the right to disqualify or change the category of any entry if deemed appropriate. Entry fees for disqualified entries will not be returned. Decision of the Best of NAMA committee is final.

ENTRY FEES.

The regional entry fee is \$100 PER ENTRY. If you are submitting multiple entries, please send only one check for the total amount. If your entry qualifies to advance to national competition, you will be contacted. At that time, a \$100 fee PER ENTRY will be required. You may also supply a credit card.

The entry fee for all categories is \$100 EXCEPT FOR THE PRODUCER'S CHOICE CATEGORY. THE ENTRY FEE FOR THAT CATEGORY IS \$50.

DEADLINES.

The regional entry deadline is October 7, 2011. No extensions will be granted on entry or payment submission.

HOW TO PREPARE YOUR ENTRIES.

A typewritten entry form and TWO EXTRA photocopies of the entry form must accompany each piece. Please make sure entry forms are filled out with proper company names, correct spellings, etc., as winners' plaques will be engraved from this information. Also, please be sure to include email addresses on entry forms, as all communication will be by email. All entries become property of NAMA and cannot be returned. Please do not send original art or one-of-a-kind samples. Please follow closely the entry preparation requirements noted with each section. Entries score higher when they follow the correct preparation instructions. For category clarification, please contact the NAMA office at (913) 491-6500 or email jennyp@nama.org.

BEST OF SHOW.

At the national level, two Best of Show categories have been established. One will be awarded in each of the following categories, at the discretion of the judges:
Advertising & Public Relations

BEST OF NAMA CALL FOR ENTRIES DEADLINE OCTOBER 7, 2011



THE CALL FOR ENTRIES IS AVAILABLE ONLINE AT WWW.NAMA.ORG.
DOWNLOAD THE ENTRY FORM IN PDF OR WORD FORMAT.

Note: Category 61 has a separate entry form.

PUBLIC RELATIONS

Primary audience is farmers, ranchers and growers (unless otherwise specified).

PUBLIC RELATIONS CAMPAIGNS.

Entry preparation: Submit in a three-ring binder no larger than 11/2" spine size. Affix entry form to back of binder. You may use up to five doubled-spaced pages to describe the following: 1) program objectives and purposes; 2) audiences; 3) strategies/communications techniques; 4) evaluation and feedback (explain tangible methods used to measure results); 5) budget (include all costs, such as cost of personnel to implement program). Supporting materials and examples may be included but must be contained in the three-ring binder.

Entry tip: Improve your chances of success by submitting a smaller, but more descriptive entry. Carefully consider the judging criteria and entry guidelines when preparing entries.
Note: Results weigh heavily in Public Relations entries, DON'T LEAVE THEM OUT.

JUDGING CRITERIA.

Planning = 30% Research and thoroughness of advance study, determination of need and background development. Originality and judgment in developing the strategies to achieve stated objectives. Completeness of the plan.

Execution = 30% Quality and professionalism exhibited in the program and in the techniques implemented. Effectiveness of execution in terms of manpower and budget. Ingenuity and creativity in combining variety of techniques and elements to achieve objectives.

Evaluation = 40% Efforts made to identify, analyze and quantify results. Evidence that objectives were achieved. Tangible effort to determine what worked and what did not.

36. Overall public relations program supporting product, service or corporate image directed to farmers, ranchers and growers and all others serving agribusiness.
37. Overall public relations program or program element supporting product, service or corporate image directed to a rural lifestyle audience.
38. Media relations including news kits and media relations activities.
39. Public affairs/issues management program supporting public affairs.
40. Producer-funded public relations program directed to ag audiences
41. Producer or company-funded public relations campaigns directed to consumers.

WRITING.

Entry Preparation: Entry should include copy of manuscript and published copy. Verification of article or speech must accompany entry. On one double-spaced, typewritten page, explain: Audiences and story or speech objective. Mount materials on the inside of 13" x 16" paper (folded size), cover stock, black matte finish or submit in black three-ring binder. Mount entry form on the outside back cover of the folder or binder. Attach the two copies of the entry form via paper clip or binder clip. Note: Results weigh heavily in Public Relations entries, DON'T LEAVE THEM OUT.

JUDGING CRITERIA.

Clarity of message = 30%
Creativity/ingenuity in presenting message = 30%
Thoroughness of reporting overall = 20%
Grammar, punctuation, style = 10%
Results = 10%

42. News or feature article - trade and general consumer media.
43. Persuasive writing - Speeches, op eds, commentaries.
Includes written materials delivered via any medium.
44. News release - trade and general consumer media.

EVENTS.

Includes events developed for product promotion, commemorations, openings, centennials, celebrations, etc. Includes planning, execution and evaluation.

Entry preparation: On not more than two double-spaced typewritten pages, describe the following: 1) program objectives/purposes; 2) audience; 3) strategies/communications techniques used to reach objectives; 4) evaluation and feedback (explain tangible methods used to determine the event's success); 5) budget. Include supporting samples: written plans, photographs, videos and other materials that further explain the nature and scope of project. Submit all materials in a three-ring binder no larger than 11/2" spine size. Affix entry form to back of binder. Videos and audio on CD or DVD only.
Note: Results weigh heavily in Public Relations entries, DON'T LEAVE THEM OUT.

JUDGING CRITERIA.

Planning = 25% Research and thoroughness of advance study, determination of need and background development. Originality and judgment in developing the strategies to achieve stated objectives. Completeness of the plan.

Execution = 35% Quality and professionalism exhibited in the program and in the techniques implemented. Effectiveness of execution in terms of manpower and budget. Ingenuity and creativity in combining a variety of techniques and elements to achieve objectives.

Evaluation = 40% Efforts to identify, analyze and quantify results. Evidence that objectives were achieved.

45. Events - Customer
46. Events - Internal

PUBLICATIONS.

Entry preparation: On not more than two double-spaced typewritten pages, describe the following: 1) objectives/purposes; 2) audience; 3) strategies/communications techniques used to develop editorial graphics to support project objectives; 4) evaluation and feedback (describe how you solicited audience feedback and response, and methods used to ensure the project is meeting objectives and reader needs); 5) budget. Please submit all materials in a three-ring binder no larger than 11/2" spine size. If entering an electronic newsletter or magazine, please burn it onto a self-launching CD and put it in a manila envelope or a binder with your printed entry form.
Note: Results weigh heavily in Public Relations entries, DON'T LEAVE THEM OUT.

JUDGING CRITERIA.

Planning = 10% Is the entry based on sound objectives?

Development = 20% Do messages meet readers' needs? Is the copy interesting, relevant and credible?

Graphics = 20% Are graphic elements attractive, professional and useful in helping to illustrate copy points?

Execution = 25% Creativity and resourcefulness with which the project has been handled.

Results/Evaluation = 25% How has the project been evaluated to ensure that it meets the readers' needs? What evidence is provided that objectives have been achieved?

47. Company and association newsletters - External - print or electronic - Newsletters issued on a regular basis directed primarily to farmers, ranchers and growers. (Sumit up to three issues.)
48. Company and association newsletters - External - print or electronic - Newsletters issued on a regular basis directed primarily to dealers, distributors, sales reps, veterinarians or others serving agribusiness. (Submit up to three issues.)
49. Company and association magazines - External - print or electronic magazines, etc., issued on a regular basis directed primarily to farm customers, prospects or others serving agribusiness. (Submit up to three issues.)
50. Company publications - Internal - print or electronic - House publications, etc., issued on a regular basis to company personnel. (Submit up to three issues.)
51. Company publications - Annual reports. Print or electronic.

AUDIO/VISUAL/ELECTRONIC MEDIA.

Entry preparation: Submit radio/audio entries on CD. Submit television, film, slide presentation or video entries on DVD. ABSOLUTELY NO MP3'S. ENTRIES MUST PLAY ON A CD OR DVD PLAYER, NOT IN A COMPUTER. Submit DVD or CD in envelope with synopsis inside and mount entry form on the outside of the envelope. For blogs, interactive marketing tools and other social media, submit a color copy and submit on CD-ROM viewable on PC based standard Web browsers that do not need an Internet connection to view. For blogs and websites, submit URL address on entry form under "Entry Title" and a color copy of the front page of the site. Submit in a manila envelope. If a password is needed, make sure to include it with the URL address. On not more than two double-spaced typewritten pages, describe the following: 1) objectives/purpose; 2) audience; 3) evaluation and feedback (explain tangible methods used to determine the project's success); 4) budget.
Note: Results weigh heavily in Public Relations entries, DON'T LEAVE THEM OUT.

JUDGING CRITERIA.

Planning/Script/Content = 30% Research and thoroughness of message for intended audiences and stated objectives.

Production techniques/Execution = 30% Creativity and resourcefulness with which project has been handled.

Results/Evaluation = 40% Efforts to identify, analyze and quantify results. Evidence that objectives have been met.

52. Broadcast news or taped program directed to trade or general consumer. (Do not enter paid advertisements here.)
53. Internet website directed to farmers, ranchers and growers and all others serving agribusiness.
54. Internet website with an educational focus directed to general consumers.
55. Blogs - Web-based journals or blogs.
56. Interactive marketing tools - Includes viral marketing, email marketing, webinars, podcasts, mobile marketing, etc.
57. Other social media - Includes use of Facebook, Twitter, YouTube or other social media.

ADVERTISING

Ads, direct mail and other "paid" materials whose primary audience is farmers, ranchers and growers (unless otherwise specified).

JUDGING CRITERIA.

Creative concept = 50%
Execution = 50%
Results/factors are not required for advertising entries. Results may be submitted, however, and can be viewed by judges as a tiebreaker.

CAMPAIGNS.

Entry preparation: Mount print materials on the inside of 13" x 16" paper (folded size), cover stock (minimum 65 lb.), black matte finish. Campaigns must be hinged together in accordion fold, so all materials can be seen from one side when unfolded. A maximum of seven panels may be used. Mount your entry form on the outside back cover of the folder. For campaigns with broadcast elements, put DVDs and CDs in an envelope and attach to folder.
Note: When calculating the cost of a campaign be sure to figure in all costs including personnel, etc.

1. Multimedia campaigns - Local - Media exposure in no more than five states and total media budget less than \$200,000.
2. Multimedia campaigns - Regional - Media exposure in six to 12 states and total media budget from \$200,000 to \$1,000,000.
3. Multimedia campaigns - National - Media exposure in 13 or more states and total media budget of more than \$1,000,000.
Note: If entry does not meet criteria for a particular class, the entry must be submitted in the appropriate class based on the largest element of the campaign. (Example: Campaign in six states, budget \$175,000 is entered in category 2.)
4. New product introduction - May contain all forms of communication used, including publicity, public relations, direct mail, advertising, etc. No budget restrictions.
5. Advertising campaign directed to a rural lifestyle audience
6. Producer or company-funded advertising campaigns or campaign elements - directed to consumers.

PRINT.

Entry preparation: Mount materials on the inside of 13" x 16" (folded size), cover stock paper (minimum of 65 lb.), black matte finish. Series ads must be hinged together in accordion fold, so ads may be seen from one side when unfolded. Mount your entry form on the outside back cover of the folder. Attach the two copies of the entry form via paper clip or binder clip.

7. Spreads, b & w or color, any size, single entry.
8. Spreads, b & w or color, any size, series (min. 2, max. 5).
9. Single page ads, b & w or color, single entry.
10. Single page ads, b & w or color, series (min. 2, max. 5).
11. Less than page ads, b & w or color, single entry.
12. Less than page ads, b & w or color, series (min. 2, max. 5).
13. Trade ads, b & w or color, single or series.
*Ads directed to livestock veterinarians, farm managers, bankers, dealers, distributors, or others serving agribusiness.
14. Unique print advertising (includes pre-printed inserts, three or more page units, belly bands, wraps, bags, etc.) any color, any size.
15. Advertisements, b & w or color, single or series.

BROADCAST MEDIA.

Entry Preparation: Audio CDs are the only accepted format. No AIFF, MP3, WAV or WAV files. Be sure that audio CDs will play on a consumer player. Entries not submitted in the proper format are eligible for disqualification. Dub campaigns together, without IDs. A series may have a minimum of two and a maximum of five spots. Label each CD and case with client's name and title of entry. The only accepted format for video is DVD. Be sure that submitted DVDs will play on a consumer DVD player. If the entry cannot be played on a consumer DVD player, it is subject to disqualification. Submit each television entry on a separate DVD. Campaigns should be dubbed together in proper order, with no leader between commercials. Remove countdown, color bars and end titles. Leave approximately 10 seconds of black leader at front of cassettes. Label each DVD and case with client name and title of entry. A series may have a minimum of two and maximum of five spots. Place each entry in a 9" x 12" envelope (any color) and mount entry form on outside of envelope. Attach the two copies of the entry form via paper clip or binder clip.

16. Radio - Single commercial (any length).
17. Radio - Series (min. 2, max. 5, any length).
18. Radio - Single or Series commercial (any length).

ELECTRONIC MEDIA.

Entry preparation: The only accepted format for video is DVD. Be sure that submitted DVDs will play on a consumer DVD player. If the entry cannot be played on a consumer DVD player, it is subject to disqualification. Submit all films on DVD. No exceptions. Label each DVD and case with client name and title of entry. For slide presentations, submit in PowerPoint format on a CD-ROM (PC) along with a color hard copy. Place each entry in a 9" x 12" envelope (any color) and mount entry form on outside of envelope. Attach the two copies of the entry form via paper clip or binder clip. For advertising on the web, submit color hard copy. For digital presentations, place on a CD-ROM and place CD in 9" x 12" envelope (any color) and mount entry form on outside of envelope.
Note: Digital presentations must be self-launching and Windows compatible. For other digital presentations save as an Acrobat file.

19. Audio visual presentations directed to farmers, ranchers and growers.
20. Audio visual presentations directed to dealers, distributors, sales reps or others serving agribusiness.
21. Advertising on the Web directed to farmers, ranchers and growers and all others serving agribusiness.
22. Digital presentations must be PC-based and self-launching. (Enter PowerPoint or CD-ROM presentations here.)

DIRECT/TARGET MARKETING.

Entry preparation: Mount print materials on the inside of a 13" x 16" cover stock (minimum of 65 lb.), black matte finish. Campaigns must be hinged together in accordion fold, so all materials can be seen from one side when unfolded. A maximum of seven panels may be used. Mount your entry form on the outside back cover of the folder. Attach the two copies of the entry form via paper clip or binder clip. For oversized items, submit 8" x 10" color photo. Oversized items are considered anything excessively bulky or larger than 12" x 15".

23. Direct mail - directed to farmers, growers and ranchers - Flat.
24. Direct mail - directed to farmers, growers and ranchers - Three-dimensional.
25. Direct mail - directed to dealers, distributors, sales reps and all others serving agribusiness - Flat.
26. Direct mail - directed to dealers, distributors, sales reps and all others serving agribusiness - Three-dimensional.

OUTDOOR.

Entry Preparation: Outdoor entries should be submitted via an 8" x 10" photo. Mount photo on the inside of a 13" x 16" folder of cover stock (minimum 65 lb.), black matte finish. Mount entry form on outside back cover of the photo. Attach the two copies of the entry form via paper clip or binder clip.

27. Billboards or other outdoor ads - Submit as an 8" x 10" photo.

COLLATERAL.

Entry preparation: Brochure/catalog entries should be prepared like print advertising. Mount print materials on the inside of 13" x 16" folders (folded size), cover stock (minimum 65 lb.), black matte finish. For exhibit entries, submit 8" x 10" photo. For oversized items, submit 8" x 10" color photo. Oversized items are considered anything excessively bulky or larger than 12" x 15". For posters and brochures, create a pocket inside folder, fold poster down and insert. Attach the two copies of the entry form via paper clip or binder clip.

28. Customer brochures, catalogs (farmer-directed) - single element.
29. Customer brochures, catalogs (farmer-directed) - series (min. 2, max. 5).
30. Brochures, catalogs, etc., directed to dealers, distributors, or sales reps and all others serving agribusiness (1 or more elements).
31. Point-of-purchase materials (posters, banners, POS displays, mobiles, packaging).
32. Exhibits (trade and farm show exhibits, booths, etc.).
33. Premiums/Specialties directed to farmers, ranchers and growers and all others serving agribusiness. Submit single entries and series in same category.
34. Corporate identity - Enter stationery/business cards and logo design here.

SPECIALTY CATEGORIES

ADVERTISING CAMPAIGNS.

Follow entry preparation instructions under Categories 1-6

58. Specialty advertising campaign - Includes companion animal advertising campaigns or turf and ornamental advertising campaigns.

PUBLIC RELATIONS CAMPAIGNS.

Follow entry preparation instructions under Categories 36-41

59. Specialty public relations campaign - Includes companion animal advertising campaigns or turf and ornamental public relations campaigns.

CAMPAIGN ELEMENTS.

Advertisements, direct mail or brochures. Any size or color, single element or series. Follow entry preparation instructions under the print, direct mail or collateral categories

60. Companion animal or turf and ornamental campaign element

PRODUCER'S CHOICE

This category will be judged online entirely by producers.

61. Single-page ad - Directed to farmers, growers and ranchers.

Please submit a PDF of your single page ad to sherryg@nama.org, along with a PDF of the entry form (available online). You will receive a confirmation email back. These entries will be judged online by producers, and the winner will be announced at the Agri-Marketing Conference in Kansas City on April 13. The fee for this category is \$50. Deadline is the same as for other entries and you can include payment along with your other entries.

List courtesy of Successful Farming.
Online tabulation courtesy of Readex Research.



Q. If I enter an element of a campaign in a category, can I also enter it as part of the campaign?
A. Yes. For example, a print ad can be entered as an ad and as part of a campaign.

Q. How does my local chapter benefit?
A. Chapters will be rebated \$25 for each entry submitted at the regional level. Be sure to fill in your chapter name on the entry blank.

Q. If my entry advances to national, do I need to submit another copy of the entry?
A. No. You will have to submit an additional entry fee but not another copy of the entry.

Q. Am I required to use the enclosed entry form?
A. No. You may create your own entry form on computer, just make sure it has all the necessary elements.

Q. Will I be notified if my entry has been received?
A. No. It is up to you to send your entry and payment by a form of trackable delivery if you want confirmation of receipt.

Q. Who judges the entries?
A. All entries are judged by NAMA members. At the regional level, judges must have three years of industry experience. At the national level, judges must have five years of industry experience.

Q. Will the producer's choice awards be awarded at the regional level as well as the national level?
A. No. This award will be presented only at the national ceremony.

Q. Where do I find the entry form?
A. Online at www.nama.org.

ADVERTISING TO AGRIBUSINESS

Ads produced by media, agencies or services (photographers, direct mail houses, audio/visual, producers, etc.), whose audience is either agribusiness or agencies.

Entry preparation: Mount print materials on the inside of 13" x 16" folder (folded size), cover stock (minimum 65 lb.), black matte finish. Campaigns must be hinged together in accordion fold, so all materials can be seen from one side when unfolded. A maximum of seven panels may be used. Mount your entry form on the outside back cover of the folder. Attach the two copies of the entry form via paper clip or binder clip. For campaigns with broadcast elements, put CDs and DVDs in an envelope and attach to folder. For oversized items, submit 8" x 10" color photo. Oversized items are considered anything excessively bulky or larger than 12" x 15".

35. All elements - Advertisements, direct mail, media kits, etc.