

Region IV Best of NAMA Winners

Advertising

Category Name	Place	Company	Agency	Entry Title
Multi-Media Campaigns-Local	First	Wisconsin Public Service	Stephan & Brady	It's Showtime Campaign
Multi-Media Campaigns-Regional	First	Dow AgroSciences	Bader Rutter & Associates	SureStart® - "Lame forecast" (TV, print, radio)
Multi-Media Campaigns-Regional	Merit	Elanco Animal Health	McCormick Company	Rumensin = Quality
Multi-Media Campaigns-National	First	Dow AgroSciences	Bader Rutter & Associates	Mycogen "Night Harvest"
Multi-Media Campaigns-National	Merit	Bayer CropScience	Rhea + Kaiser	Capreno "Man vs. Weed" Campaign
New Product Introduction	First	Case IH	Equity Creative, Morgan&Myers	Case IH: Efficient Power Campaign
New Product Introduction	Merit	CNH Parts & Service	Equity Creative	CNH Parts & Service / New Holland Agriculture Power Equipment Launch Campaign
Producer or Company-funded advertising directed to consumers	First	Illinois Soybean Association	Charleston Orwig, Inc.	Illinois Soy: What Food Gets Fed Brand Booklet
Producer or Company-funded advertising directed to consumers	Merit	Illinois Soybean Association	McDaniels Marketing Communications	Illinois Soybean Association Membership Campaign
Spreads, single	First	Wyffels Hybrids	O&H Brand Design, In-house	Same Old.
Spreads, single	Merit	Wyffels Hybrids	O&H Brand Design, Melzer & Musta, In-house	Bigger Isn't Better.
Spreads, series	First	Dow AgroSciences	Bader Rutter & Associates	Mycogen "Night Harvest"
Single Page Ads, single	First	Beck's Hybrids	In-house	Bring Back Memories?
Single Page Ads, single	Merit	Beck's Hybrids	In-house	Strong Past. Strong Future.
Single Page Ads, series	First	Wisconsin Milk Marketing Board / Wisconsin Cheese	Shine Advertising	Definition Campaign
Single Page Ads, series	Merit	Beck's Hybrids	In-house	Experience 75 Years of Difference. Plant Beck's.
Less than page ads, series	First	GreenStone Farm Credit Services	In-house	GreenStone Farm Credit Services - Straight Talk
Less than page ads, series	Merit	CNH Parts & Service	Equity Creative	New Holland Agriculture "Dependable. Efficient. New Holland." Advertisements
Trade Ads, single or series	First	1st Farm Credit Services	In-house	Brand Awareness Ad Series
Unique print advertising	First	Bayer CropScience	Rhea + Kaiser	Belt Insecticide Crop Registration "Trophy" Inserts
Unique print advertising	Merit	Wyffels Hybrids	O&H Brand Design, In-house	Wyffels Hybrids Inserts
Advertorials	First	Land O'Lakes Animal Milk Products Company	Filament Marketing and Distillery Design Studio	Make Sure You Can Look Them In the Eye
Advertorials	Merit	Pfizer Animal Health	Bader Rutter & Associates	Residues Are a Black Eye for Everyone advertorial
Radio - Single	First	Dow AgroSciences	Bader Rutter & Associates	SureStart® - Radio
Radio - Single	Merit	Case IH	Equity Creative, Morgan&Myers	Case IH: Q4 National Presell Radio 30 & 60 second spots
Television - Single or Series	First	FS GROWMARK	Rhea + Kaiser	FS Brand TV - Kelsey "Trust"
Television - Single or Series	Merit	AgriGold	In-house	Bigger Combine
Audio visual presentations directed to farmers, growers and ranchers	First	Dow AgroSciences	Bader Rutter & Associates & Studio	The Future of Farming Begins Here
Audio visual presentations directed to farmers, growers and ranchers	Merit	Case IH / CNH Capital	Equity Creative	2011 Farm Progress Show Registration and Product Promotions
Audio visual presentations directed to dealers, distributors or sales reps	First	FS GROWMARK	Rhea + Kaiser	FS Brand :90 Videos - Kelsey "Trust", Neumann "Energy" and Hora "Agronomy"
Audio visual presentations directed to dealers, distributors or sales reps	Merit	Pioneer Hi-Bred	IONA Studios	Business Conference Closing
Advertising on the Web directed to farmers, growers and ranchers	First	Elburn Cooperative Company	Martinez Creative Group	Food from Your Own Backyard

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Advertising on the Web directed to farmers, growers and ranchers	Merit	Dow AgroSciences LLC	Bader Rutter & Associates	Radiant® "Sharks" Banner Ad
Direct Mail-directed to farmers, growers and ranchers - flat	First	New Holland Agriculture/CNH Parts & Service	Equity Creative	New Holland Agriculture Used Combine Parts Rewards Card Offer Direct Mail
Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Case IH	Equity Creative	Case IH: Ag Connect Follow-Up Mailer
Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Dow AgroSciences	Bader Rutter & Associates	GoldSky® Large Grower Cross Promotion
Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Pfizer Animal Health	Bader Rutter & Associates	Milk Quality Focus Direct Mail
Direct Mail-directed to dealers, distributors or sales reps - flat	First	Dow AgroSciences	Bader Rutter & Associates	Delegate® Pome Consultants Promotion
Direct Mail-directed to dealers, distributors or sales reps - flat	Merit	BouMatic	In-house	Harley-Davidson Dealer Promotion
Direct Mail-directed to dealers, distributors or sales reps - three dimensional	First	Fastline Publications	In-house	Cover All Your Bases
Direct Mail-directed to dealers, distributors or sales reps - three dimensional	Merit	ImmuCell, Inc.	Filament Marketing and Distillery Design Studio	First Defense Dealer Direct Mail to Dealers (Part 1 of 2)
Billboards or other outdoor ads	First	Beck's Hybrids	In-house	Only Bag Worth Taking Home.
Billboards or other outdoor ads	Merit	Beck's Hybrids	In-house	Excessive Happiness.
Customer Brochures, Catalogs-farmer directed-single	First	Beck's Hybrids	In-house	Beck's Hybrids Profile Book
Customer Brochures, Catalogs-farmer directed-single	Merit	Case IH	Equity Creative, Morgan&Myers	Case IH: Be Ready Brochure
Customer Brochures, Catalogs-farmer directed-series	First	FS Seed Division, GROWMARK Inc.	In-house	FS Corn & FS HiSOY soybean guide / FS Wheat guide / FS Forage guide
Customer Brochures, Catalogs-farmer directed-series	Merit	Beck's Hybrids	In-house	Experience 75 Years of Difference.
Brochures, catalogs, etc., directed to dealers, distributors, or sales reps	First	Illinois Soybean Association	Mary Auth Marketing & Public Relations Strategies	SoyIllinois
Brochures, catalogs, etc., directed to dealers, distributors, or sales reps	Merit	John Deere Financial	Bader Rutter & Associates	Agri-business Retailer Brochure
Point-of-purchase materials	First	Pioneer Hi-Bred	Coppinger Exhibits	My American Farm Kiosk
Point-of-purchase materials	Merit	Dow AgroSciences	Bader Rutter & Associates	Target Cleaner Fields
Exhibits	First	GROWMARK Inc on behalf of FS Member Cooperatives	In-house	FS at the 2011 Farm Progress Show
Exhibits	Merit	CNH Parts & Service	Equity Creative	CNH Remanufactured Parts "Reborn" Trade Show Signs
Premiums/Specialties directed to farmers, growers and ranchers	First	Wyffels Hybrids	In-house	New Customer Kit
Premiums/Specialties directed to farmers, growers and ranchers	Merit	Land O'Lakes Purina Feed LLC	Filament Marketing and Distillery Design Studio	CalfWise Meeting Planner
Corporate Identity	First	Illinois Farm Families Coalition	Morgan&Myers Mary Auth Marketing & Public Relations Strategies	Illinois Farm Families brand SoyIllinois
Corporate Identity	Merit	Illinois Soybean Association	Strategies	
All elements	First	Rhea + Kaiser	In-house	R+K Pancake Breakfast
All elements	Merit	Filament Marketing	Filament Marketing and Distillery Design Studio	Industry Holiday Card

Public Relations

Category Name

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Entry Title

Overall PR Program - directed to farmers, growers and ranchers	First	Dairy Management Inc.	Bader Rutter & Associates	2010 World Dairy Expo
Media Relations	First	Case IH	Morgan&Myers	Farm Progress Show Media Kit
Media Relations	Merit	Dairy Management Inc.	Bader Rutter & Associates	2010 World Dairy Expo Media Relations

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Producer or Company Funded Public Relations campaigns - to consumers	First	United Dairy Industry of Michigan	HILLSTROMPR	Michigan Dairy News Bureau
News or Feature Article	First	Pfizer Animal Health	Bader Rutter & Associates	Investigation into Improved Milk Quality
News or Feature Article	Merit	Michigan Farm Bureau	In-house	U.P. State Fair finds its legs
Persuasive Writing	First	The Howard G. Buffett Foundation	Rhea + Kaiser	Nutrient Management Is All About Being "Right"
Persuasive Writing	Merit	Case IH	Morgan&Myers	CNH Parts & Service Trade Fair Speech
News Release	First	Pfizer Animal Health	Bader Rutter & Associates	Resolutions for Improved Milk Quality
News Release	Merit	Pfizer Animal Health	Bader Rutter & Associates	HD 50K Progeny Equivalence Quick Tip
Events - Customer	First	Beck's Hybrids	In-house	2011 Becknology Days
Events - Customer	Merit	Case IH	Morgan&Myers/Equity Creative/Thomaswerks	2011 Case IH Red Power Tour at the Fall Farm Shows
Events - Internal	First	Beck's Hybrids	In-house	2011 Dealer Summer Camp
Company and Association newsletters - External - Directed to farmers, growers and ranchers	First	Michigan Farm Bureau	In-house	Michigan Farm News
Company and Association newsletters - External - Directed to farmers, growers and ranchers	Merit	Beck's Hybrids	In-house	CropTalk
Company and Association newsletters - External - Directed to dealers, distributors, sales reps, or veterinarians	First	CNH Parts & Service	Equity Creative	CNH Parts & Service / New Holland Agriculture Dealer News
Company and Association newsletters - External - Directed to dealers, distributors, sales reps, or veterinarians	Merit	Wisconsin Milk Marketing Board	Stephan & Brady	Cheese Speak Specialty Retailer E-Newsletter
Company and Associations magazines - External	First	1st Farm Credit Services	In-house	Country Spirit
Company Publications - Internal	First	GROWMARK, Inc.	In-house	GROWMARK Spirit
Company Publications - Annual Reports	First	GROWMARK, Inc.	In-house	GROWMARK Spirit
Company Publications - Annual Reports	Merit	GreenStone Farm Credit Services	In-house	Tied to Results - 2010 Annual Report
Internet Web Site - Directed to farmers, growers and ranchers	First	GROWMARK, Inc.	In-house	GROWMARK Public Website www.growmark.com
Internet Web Site - Directed to farmers, growers and ranchers	Merit	GROWMARK, Inc.	In-house	FS Energy "Go Further" website www.gofurtherwithfs.com
Internet Web Site - Educational Focus	First	Wisconsin Milk Marketing Board / Wisconsin Cheese Board	Shine Advertising	www.CheeseAndBurger.com
Internet Web Site - Educational Focus	Merit	Wisconsin Milk Marketing Board	Stephan & Brady	June Dairy Month Web site/Mobile site www.eatwisconsincheese.com
Blogs	First	Case IH	Morgan&Myers/Designory	http://beready.caseih.com/
Blogs	Merit	Wisconsin Milk Marketing Board	Stephan & Brady	http://www.30days30waysmacandcheese.com/
Interactive Marketing Tools	First	Beck's Hybrids	In-house	Experience Digital Magazine
Interactive Marketing Tools	Merit	Bayer CropScience	Rhea + Kaiser	Capreno Commodity Text Update Program
Other Social Media	First	Mycogen Seeds	Bader Rutter & Associates	BMR Connection
Other Social Media	Merit	Illinois Soybean Association	McDaniels Marketing Communications	Illinois Soybean Association LST-325 Biodiesel YouTube Video

Specialty Categories

Category Name

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Specialty Advertising Campaign	First	Knox Fertilizer Company, Inc.	Broadhead	Knox Fertilizer Advertising Campaign

Best of Show

Advertising

Single Page Ads, Series

Wisconsin Milk Marketing Board/Wisconsin Cheese

Shine Advertising

Definition Campaign

Public Relations

Other Social Media

Mycogen Seeds

Bader Rutter & Associates

BMR Connection

Note: All first and merit winners are eligible to advance to the national judging. You will receive an email 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.