

Region III Best of NAMA Winners

Advertising

<u>Category Name</u>	<u>Place</u>	<u>Company</u>	<u>Agency</u>	<u>Entry Title</u>
Multi-Media Campaigns-Local	First	Hyland Seeds	AdFarm	Hyland Seeds Multimedia Campaign
Multi-Media Campaigns-Local	Merit	Pioneer Hi-Bred International, Inc.	McCormick Company	Optimum® Brand® Innovations Gator Giveaway Campaign
Multi-Media Campaigns-Regional	First	Winfield Solutions, LLC	Colle+McVoy	Answer Plot® Campaign
Multi-Media Campaigns-Regional	Merit	Pioneer Hi-Bred International, Inc.	McCormick Company	Unique Genetics Multi-Media Campaign
Multi-Media Campaigns-National	First	Syngenta	Campbell Mithun	Optimal Performance
Multi-Media Campaigns-National	Merit	Pioneer Hi-Bred International, Inc.	McCormick Company	Better People, Products, Services Campaign
New Product Introduction	First	Bayer CropScience	AdFarm	Velocity m3
New Product Introduction	Merit	Pet Medicus	Paulsen Marketing	Zoonox Introduction
Advertising Campaign directed to a Rural Lifestyle Audience	First	Iowa Soybean Association	In-house	45th Anniversary
Advertising Campaign directed to a Rural Lifestyle Audience	Merit	Kubota Tractor Corporation	Paulsen Marketing	Kubota "Choices" Campaign
Producer or Company funded advertising directed to consumers	First	Midwest Dairy Association	Sullivan Higdon & Sink	Put Some Cheese On It! Advertising Campaign
Producer or Company funded advertising directed to consumers	Merit	Indiana Agriculture Organization (Indiana Soybean Alliance)	The Integer Group	IN Crowd full-page ad for Indianapolis Star
Spreads, single	First	Cargill Inc.	Martin Williams	Cargill Methane Gas Recapture Print Ad
Spreads, single	Merit	Bayer CropScience	AdFarm	Folicur Motarcade
Spreads, series	First	Pioneer Hi-Bred International, Inc.	McCormick Company	MarketPoint Spreads
Single Page Ads, single	First	Syngenta	Campbell Mithun	Cat
Single Page Ads, single	Merit	Syngenta	Campbell Mithun	Dog
Single Page Ads, series	First	John Deere Credit - Farm Plan	Bader Rutter & Associates	Producer Ad Series for Farm Plan
Single Page Ads, series	Merit	Winfield Solutions, LLC	Colle+McVoy	Answer Plot® Knowledge Event Print Ads
Less than page ads, single	First	EXL Laboratories	TVM Marketing	Delta Clean Acid Detergent
Less than page ads, series	First	Syngenta Crop Protection	Martin Williams	Lexar/Lumax Truth Ad Series
Less than page ads, series	Merit	Ridley Nutrition Solutions	Paulsen Marketing	How Many Calves/Baby Boom Series
Trade Ads, single or series	First	The Mosaic Company	Broadhead + Co	K-Mag: Don't Fiddle Ad and Biggest Name in Broadcast Ad
Trade Ads, single or series	Merit	The Mosaic Company	Broadhead + Co	K-Mag Biggest Name in Broadcast Advertisement
Unique print advertising	First	Syngenta Crop Protection	Martin Williams	"Buckshot" ads for Resistance Fighter
Unique print advertising	Merit	WildBlue Communications	Paulsen Marketing	WildBlue Back to School Cover Wrap
Advertorials	First	DuPont Crop Protection	Exponent	Palmer Amaranth Advertorial
Radio - Single	First	Syngenta	Campbell Mithun	Rooster
Radio - Single	Merit	Bayer CropScience	AdFarm	InVigor Bookie
Radio - Series	First	Syngenta	Campbell Mithun	Optimal Performance
Radio - Series	Merit	The Mosaic Company	Broadhead + Co	MicroEssentials Mother Nature and Excitable Guy Radio Series
Television - Single or Series	First	Bayer CropScience	AdFarm	Velocity CSI
Television - Single or Series	Merit	Pioneer Hi-Bred International, Inc.	McCormick Company	Better People, Products, Services TV

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Audio visual presentations directed to farmers, ranchers and growers	First	Syngenta Seeds	Weber Shandwick	Multi-Pest Complex: Standing Strong Against Black Cutworm
Audio visual presentations directed to farmers, ranchers and growers	Merit	Kinze Manufacturing, Inc.	Nicholson Kovac, Inc.	3800 Product Video
Audio visual presentations directed to dealers, distributors or sales reps	First	Pioneer Hi-Bred International, Inc.	McCormick Company	Pioneer Sales Conference - Open
Audio visual presentations directed to dealers, distributors or sales reps	Merit	Syngenta Seeds	Weber Shandwick	Golden Harvest Farmer Dealer and Garst Seed Advisor Recruitment
Advertising on the Web directed to farmers, ranchers or growers	First	Pioneer Hi-Bred International, Inc.	McCormick Company	Alfalfa Web Banners
Advertising on the Web directed to farmers, ranchers or growers	Merit	Pioneer Hi-Bred International, Inc.	McCormick Company	11CFT Web Banners
Direct Mail-directed to farmers, growers and ranchers - flat	First	Syngenta Crop Protection	Martin Williams	Syngenta Cereals Portfolio Direct Mail
Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Wyffels Hybrids	The Hondo Group	"I promise"
Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Pioneer Hi-Bred International, Inc.	McCormick Company	Unique Genetics Direct Mail
Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Syngenta Crop Protection	Martin Williams	Avicta Complete Corn - Soil Sample Direct Mail
Direct Mail-directed to dealers, distributors or sales reps - flat	First	Hyland Seeds	AdFarm	Hyland Seeds Sales Kickoff Sandpaper Invitation
Direct Mail-directed to dealers, distributors or sales reps - flat	Merit	Novartis Animal Health	Morgan&Myers	Novartis Scour Bos Veterinarian Mailer
Direct Mail-directed to dealers, distributors or sales reps - three dimensional	First	DuPont Crop Protection	McCormick Company	Enlite® Jack-in-the-box
Direct Mail-directed to dealers, distributors or sales reps - three dimensional	Merit	Pioneer Hi-Bred International, Inc.	McCormick Company	Rep Incentive Luggage Tag Mailing
Billboards or other outdoor ads	First	Syngenta Crop Protection	Martin Williams	Avicta Complete Corn - Nematode Trailer
Billboards or other outdoor ads	Merit	Hyland Seeds	AdFarm	Hyland Seeds "Hop On" Billboard
Customer Brochures, Catalogs-farmer directed-single	First	AgStar Financial Services	Paulsen Marketing	Ground Breakers Brochure
Customer Brochures, Catalogs-farmer directed-single	Merit	Iowa Soybean Association	In-house	45th Anniversary Brochure
Brochures, catalogs, etc., directed to dealers, distributors, or sales reps	First	Kinze Manufacturing, Inc.	Nicholson Kovac, Inc.	Kinze Executive Summary Brochure
Brochures, catalogs, etc., directed to dealers, distributors, or sales reps	Merit	Hyland Seeds	AdFarm	Hyland Seeds Seed Guides and Selector Tools
Point-of purchase materials	First	Midwest Dairy Association	Sullivan Higdon & Sink	Put Some Cheese On It! Advertising Campaign
Point-of purchase materials	Merit	Pioneer Hi-Bred International, Inc.	McCormick Company	Pioneer® FIT Mapping system Truck Wrap
Exhibits	First	Hubbard Feeds	AdFarm	Smart Producer - 2009 World Pork Expo Theme
Exhibits	Merit	CHS Inc.	Colle+McVoy	IFT 2008
Premiums/specialties directed to farmers, growers and ranchers	First	CNH Corporation	AdFarm	Case IH Early Riser Planter Launch Kit - Candy Jars and Insert
Premiums/specialties directed to farmers, growers and ranchers	Merit	Winfield Solutions, LLC	Colle+McVoy	Answer Plot® Knife Premium

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Corporate Identity	First	Paulsen Marketing	In-house	Paulsen Stationery Package
Corporate Identity	Merit	Indiana Soybean Alliance	The Integer Group	Indiana Livestock, Grain and Forage Forum logo
All elements	First	Paulsen Marketing	In-house	Paulsen Portfolio
All elements	Merit	Broadhead + Co	In-house	Broadhead + Co Advertisement

Public Relations

<u>Category Name</u>	<u>Place</u>	<u>Company</u>	<u>Agency</u>	<u>Entry Title</u>
Overall PR Program	First	Syngenta Seeds	Weber Shandwick	What's Your Complex? Educating Growers About the \$1.1 Billion Multi-Pest Complex
Overall PR Program	Merit	Minnesota's Corn Organizations	AdFarm	Your Voice Grower Campaign
Media Relations	First	AGCO Corporation	Broadhead + Co	2010 Sprayer Launch
Media Relations	Merit	Pioneer Hi-Bred International, Inc.	McCormick Company	Pioneer Forage University
Producer Funded Public Relations program- to ag audiences	First	Minnesota Association of Wheat Growers, Research and Promotion Council	AdFarm	Vote "Yes" Initiative/Check-off Referendum Campaign
Producer or Company Funded Public Relations campaigns - to consumers	First	Midwest Dairy Association	Demeter Communications	People Behind the Product Influencer Audience Outreach
Producer or Company Funded Public Relations campaigns - to consumers	Merit	Indiana Agriculture Organization (Indiana Farm Bureau)	The Integer Group	The IN Crowd campaign
News or Feature Article	First	CHS Inc.	In-house	Cracking New Snack Markets
News or Feature Article	Merit	Pioneer Hi-Bred International, Inc.	McCormick Company	"Can we keep health care healthy?"
Persuasive Writing	First	Pioneer Hi-Bred International, Inc.	McCormick Company	"Rural health starts at home"
Persuasive Writing	Merit	CHS Inc.	In-house	Improving Your Odds in a Risky World
News Release	First	Kinze Manufacturing, Inc.	Nicholson Kovac, Inc.	Kinze Multiple Unit Rebate Program
News Release	Merit	Pioneer Hi-Bred International, Inc.	McCormick Company	Pioneer Optimum® Brand Innovations News Release
Events - Customer events	First	Pioneer Hi-Bred International, Inc.	McCormick Company	Pioneer's ONE TOUR
Events - Customer events	Merit	Wyffels Hybrids	The Hondo Group	Corn Strategies
Events - Internal events	First	Syngenta Seeds	Weber Shandwick	"Planting the Seeds of Our Future" Syngenta Seeds, Inc. headquarters grand opening
Events - Internal events	Merit	AdFarm	In-house	2009 AdFarm Farm Tour
Company and Association newsletters - External - Directed to Dealers	First	Kinze Manufacturing, Inc.	Nicholson Kovac, Inc.	Between the Rows
Company and Association newsletters - External - Directed to Dealers	Merit	CHS Inc.	Albarella Design	The Bean Stops Here
Company and Associations magazines - External	First	CHS Inc.	Colle+McVoy	C magazine
Company Publications - Internal	First	CHS Inc.	Colle+McVoy	PLUS newsletter
Company Publications - Annual Reports	First	CHS Inc.	Colle+McVoy	"On": CHS 2008 Annual Report and Stewardship Report
Company Publications - Annual Reports	Merit	American Crystal Sugar Company	AdFarm	2008 Individual Cooperative Annual Report

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Electronic Publications	First	Paulsen Marketing	In-house	Paulsen Post
Electronic Publications	Merit	Kinze Manufacturing, Inc.	Nicholson Kovac, Inc.	KinzE-news
Interactive Marketing Tools	First	CHS Inc.	InHouse Media	CHS Podcasts
Interactive Marketing Tools	Merit	Pioneer Hi-Bred International, Inc.	McCormick Company	Pioneer: Social Media & ProFarmer's Crop Tour
Internet Web Site - Directed to farmers, ranchers or growers	First	Walters Gardens Inc.	Paulsen Marketing	WaltersGardens.com
Internet Web Site - Directed to farmers, ranchers or growers	Merit	Kinze Manufacturing, Inc.	Nicholson Kovac, Inc.	www.kinze.com
Internet Web Site - Educational Focus	First	Midwest Dairy Association	Sullivan Higdon & Sink	PutSomeCheeseOnIt.com
Internet Web Site - Educational Focus	Merit	Walters Gardens Inc.	Paulsen Marketing	Perennialresource.com

Specialty Categories

<u>Category Name</u>	<u>Place</u>	<u>Company</u>	<u>Agency</u>	<u>Entry Title</u>
Specialty Advertising Campaign	First	Nestle Purina PetCare Company: Purina® Pro Plan®	Colle+McVoy	This Could Be the Year
Specialty Advertising Campaign	Merit	Nestle Purina PetCare Company: Purina Veterinary Diets®	Colle+McVoy	Pet Owner FortiFlora® Initiative
Specialty Campaign Element	First	Ridley Nutrition Solutions	Paulsen Marketing	McCauley's Equine Formulas
Specialty Campaign Element	Merit	Pfizer Animal Health	Martin Williams	PreventiCare Program Brochure

Best of Show

Advertising

Producer or Company-funded advertising campaigns or campaign elements - directed to consumers.

Midwest Dairy Association

Sullivan Higdon & Sink

Put Some Cheese On It! Advertising Campaign

Public Relations

Producer or company-funded public relations campaigns - directed to consumers.

Midwest Dairy Association

Demeter Communications

People Behind the Product Influencer Audience Outreach

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 2010 Agri-Marketing Conference, April 21-23, at the Hyatt Regency Crown Center in Kansas City.