

May/June 2023/\$7

# Agri Marketing

SERVING AGRIBUSINESS PROFESSIONALS



## GATEWAY *to the* BEST

2023 Best of NAMA

ALSO INSIDE:

SEE THE WINNERS INSIDE!

# LISTING OF AWARD CATEGORIES

Best of NAMA Grand Champion . . . . .	4	Internet Website – Farmers, Ranchers or Growers and All Others Serving Agribusiness . . . . .	19
Best of Show – Specialty . . . . .	4	Digital Content – Journals or Blogs – Farmers, Ranchers or Growers and All Others Serving Agribusiness . . . . .	19
Best of Show – Public Relations . . . . .	6	Webinars & Podcasts . . . . .	19
Best of Show – Digital . . . . .	6	Email Marketing . . . . .	19
Best of Show – Consumer . . . . .	7	Social Community Building and Engagement . . . . .	20
Best of Show – Advertising . . . . .	7	Social Tactic . . . . .	20
Integrated Campaign – Local . . . . .	8	Smartphone Apps . . . . .	20
Integrated Campaign – Regional . . . . .	8	Other Digital Tools . . . . .	20
Integrated Campaign – National . . . . .	8	Company or Producer-Funded Advertising Campaign – Directed to Consumers . . . . .	21
New Product Introduction . . . . .	8	Company or Producer-Funded Advertising Campaign Element – Directed to Consumers . . . . .	21
Spreads, Single or Series . . . . .	9	Company or Producer-Funded PR Campaign – Directed to Consumers . . . . .	21
Single-Page Ads, Single . . . . .	9	Company or Producer-Funded PR Campaign Element – Directed to Consumers . . . . .	21
Single-Page Ads, Series . . . . .	9	Website Directed to Consumers . . . . .	22
Trade Ads, Single or Series . . . . .	9	Social Media Campaign Directed to Consumers . . . . .	22
Unique Print Advertising . . . . .	10	Influencer Activation Directed to Consumers . . . . .	22
Advertorials . . . . .	10	Specialty Advertising Campaign . . . . .	22
Radio – Single . . . . .	10	Specialty PR Campaign . . . . .	23
Radio – Series . . . . .	10	Specialty Campaign Elements . . . . .	23
Television – Single or Series . . . . .	11	Producers Choice . . . . .	23
Audiovisual Presentation – Farmers, Growers and Ranchers . . . . .	11		
Audiovisual Presentation Directed to – Dealers, Distributors, Sales Reps or Others Serving Agribusiness . . . . .	11		
Direct Mail – Farmers, Growers and Ranchers - Flat . . . . .	11		
Direct Mail – Farmer, Growers and Ranchers - Three Dimensional . . . . .	12		
Direct Mail – Dealers, Distributors, Sales Reps or Others Serving Agribusiness . . . . .	12		
Billboards or Other Outdoor Ads . . . . .	12		
Customer Brochures, Catalogs – Farmer-Directed . . . . .	12		
Brochures, Catalogs – Dealers, Distributors, Sales Reps or Others Serving Agribusiness . . . . .	13		
Point-of-Purchase Materials . . . . .	13		
Exhibits – Live . . . . .	13		
Exhibits – Virtual . . . . .	13		
Premiums/Specialties – Farmers, Growers, Ranchers or Others Serving Agribusiness . . . . .	14		
Corporate Identity . . . . .	14		
Advertising to Agribusiness . . . . .	14		
Overall PR Program – Farmers, Ranchers, Growers, Stakeholders or Others Serving Agribusiness . . . . .	14		
Media Relations . . . . .	15		
Public Affairs / Issues Management Program . . . . .	15		
Brand Citizenship . . . . .	15		
Unique Sponsorship Campaign . . . . .	15		
News, Feature Article or Persuasive Writing – Trade Media . . . . .	16		
News Release – Ag Media . . . . .	16		
Events – Customer . . . . .	16		
Events – Media . . . . .	16		
Events – Internal . . . . .	17		
Events – Virtual . . . . .	17		
Company & Association Newsletter – External . . . . .	17		
Company and Association Magazines – External . . . . .	17		
Company Publications – Internal . . . . .	18		
Audio/Video Broadcast News . . . . .	18		
Audio/Video Feature or Testimonial . . . . .	18		
Advertising on the Web – Farmers, Ranchers or Growers and All Others Serving Agribusiness . . . . .	18		

## MULTIPLE FIRST-PLACE AWARD WINNERS

COMPANIES	TOTAL AWARDS
John Deere . . . . .	7
Bayer Crop Protection . . . . .	4
Corteva Agriscience . . . . .	4
Purina Animal Nutrition . . . . .	3
Wyffels . . . . .	3
AXON . . . . .	2
BASF . . . . .	2
Cargill . . . . .	2
Lely . . . . .	2
Minnesota Soybean Research & Promotion Council . . . . .	2
Pivot Bio . . . . .	2
Stine Seed . . . . .	2
Veterinary Hope Foundation . . . . .	2
Zoetis . . . . .	2

AGENCIES	TOTAL AWARDS
Bader Rutter . . . . .	8
Filament . . . . .	6
AKC Marketing . . . . .	4
BBDO . . . . .	3
O&H Brand Design . . . . .	3
Trilix . . . . .	3
Ag Management Solutions . . . . .	2
CFI Solutions . . . . .	2
Mod Op . . . . .	2
MorganMyers . . . . .	2
VMLY&R . . . . .	2

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*– Scott Borgwardt, Kuhn North America*

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## BEST OF NAMA GRAND CHAMPION

**CLIENT:**  
Idaho Potato Commission

**AGENCY:**  
EvansHardy + Young

**CATEGORY:**  
Company or Producer-Funded PR Campaign  
Element directed to consumers

**ENTRY TITLE:**  
Frites By Idaho



## BEST OF SHOW – SPECIALTY

**CLIENT:**  
Purina Animal Nutrition

**AGENCY:**  
Filament

**CATEGORY:**  
Specialty PR Campaign

**ENTRY TITLE:**  
2022 Operation Fresh Egg



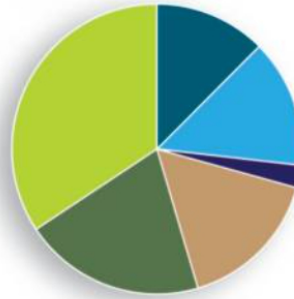
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**GOVERNMENT**

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**16-20 YEARS**  
**11-15 YEARS**  
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AMS encompasses members of the Ag Communicators Network (formerly AAEA), Livestock Publications Council, and the Agri-Media Council with student members of National Ag Communicators of Tomorrow.

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## BEST OF SHOW – PUBLIC RELATIONS

**CLIENT:**  
AGCO

**AGENCY:**  
Colle McVoy

**CATEGORY:**  
Media Relations

**ENTRY TITLE:**  
Fendt PR Program and Luke Bryan Partnership



## BEST OF SHOW – DIGITAL

**CLIENT:**  
Cobalt Cattle Company LLC

**AGENCY:**  
Bader Rutter

**CATEGORY:**  
Internet Website – directed at farmers, ranchers or growers, and all others serving agribusiness

**ENTRY TITLE:**  
Cobalt Cattle Website



## BEST OF SHOW – CONSUMER

**CLIENT:**  
Idaho Potato Commission

**AGENCY:**  
EvansHardy + Young

**CATEGORY:**  
Company or Producer-Funded PR Campaign  
Element directed to consumers

**ENTRY TITLE:**  
Frites By Idaho



## BEST OF SHOW – ADVERTISING

**CLIENT:**  
John Deere

**AGENCY:**  
In House

**CATEGORY:**  
Integrated Campaign - National

**ENTRY TITLE:**  
John Deere "For The Farmers" National Campaign



## Integrated Campaign – Local

**CLIENT:**  
South Dakota Corn

**AGENCY:**  
Paulsen

**CHALLENGE:** To increase awareness of the many ways agriculture benefits South Dakota and its residents.

**AUDIENCE:** Farmers

**MERIT:**  
ADAMA Agricultural Solutions Canada Ltd / Think Shift

**NATIONAL FINALISTS:**  
FMC / Curious Plot  
Illinois Soybean Association / Rooster  
AMVAC / Archer Malmö  
Helena Agri-Enterprises, LLC / Trilix  
CNH Industrial Parts & Service / AdFarm  
Peterson Farm Seeds / Paulsen  
Bayer / HLK Agency  
FMC / Curious Plot



## Integrated Campaign – Regional

**CLIENT:**  
Wyffels Hybrids

**AGENCY:**  
O&H Brand Design

**CHALLENGE:** To create a positive shift in the way the audience views Wyffels Hybrids.

**AUDIENCE:** Corn Growers

**MERIT:**  
American AgCredit / Meyocks

**NATIONAL FINALISTS:**  
Verdesian Life Sciences / In House  
Sound Agriculture / Padilla  
Bayer Crop Science / Osborn Barr Paramore  
ADAMA Agricultural Solutions Canada Ltd / Think Shift  
Golden Harvest Seeds / Rooster  
Farm Credit Services of America / Meyocks  
Rain Bird Agriculture / AdFarm  
Corteva Agriscience / Bader Rutter  
AgBiome / AdFarm



## Integrated Campaign – National

**CLIENT:**  
John Deere

**AGENCY:**  
In House

**CHALLENGE:** To raise young farmer awareness and funds for Farm Rescue.

**AUDIENCE:** Farmers

**MERIT:**  
Dairy Management Inc. / Paulsen

**NATIONAL FINALISTS:**  
Envu / HLK Agency  
Boehringer Ingelheim Cattle Health / broadhead.  
Certified Angus Beef / Think Shift  
Case IH / Bader Rutter  
Cattlemen's Beef Board / Swanson Russell  
Cotton Incorporated / Curious Plot  
Arm & Hammer Animal and Food Production / C.O.nxt  
Boehringer Ingelheim Cattle Health USA, Inc. / broadhead.  
Pivot Bio / AKC Marketing



## New Product Introduction

**CLIENT:**  
Verdesian

**AGENCY:**  
Rooster

**CHALLENGE:** To convey confidence in SEED+Graphite, a talc/graphite seed lubricant product.

**AUDIENCE:** Corn Growers

**MERIT:**  
WinField United / Curious Plot

**NATIONAL FINALISTS:**  
Pivot Bio / AKC Marketing  
Lallemand Biofuels and Distilled Spirits / Filament  
Arm & Hammer Animal and Food Production / C.O.nxt  
Bayer / HLK Agency  
Boehringer Ingelheim Animal Health USA, Inc. / broadhead.  
Merck Animal Health / Signal Theory  
Verdesian / Rooster





## Spreads, Single or Series

**CLIENT:**  
Pivot Bio

**AGENCY:**  
AKC Marketing

**CHALLENGE:**  
To get growers thinking about nitrogen on seed.

**AUDIENCE:**  
Farmers

**MERIT:**  
BASF / VMLY&R

**NATIONAL FINALISTS:**

Wyffels Hybrids / O&H Brand Design  
Bayer Crop Protection / BBDO Atlanta  
Illinois Soybean Association / Ross Creative Works  
Koch Agronomic Services / Swanson Russell  
Illinois Soybean Association / Ross Creative Works



## Single-page Ads, Single

**CLIENT:**  
Cargill Ltd.

**AGENCY:**  
Think Shift

**CHALLENGE:**  
To promote the VICTORY Canola Program and build brand awareness for the campaign.

**AUDIENCE:**  
Farmers

**MERIT:**  
Iowa Beef Industry Council / Paulsen

**NATIONAL FINALISTS:**

Cargill Animal Nutrition / Turnpike  
AgriGold / BLNKPG  
AgBiome / AdFarm  
Elanco Animal Health / Curious Plot  
Boehringer Ingelheim Equine / broadhead.  
Hoegemeyer / Swanson Russell  
Cargill Animal Nutrition / Turnpike



## Single-page Ads, Series

**CLIENT:**  
Lallemand Animal Nutrition

**AGENCY:**  
DMH

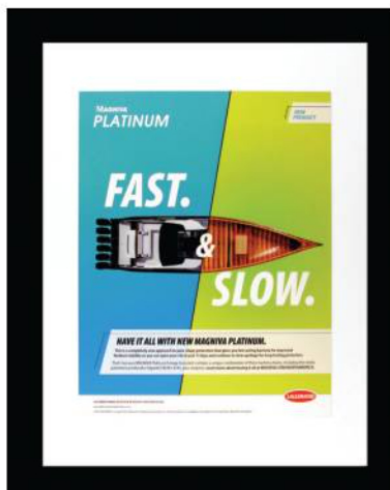
**CHALLENGE:**  
To generate awareness for MAGNIVA Platinum.

**AUDIENCE:**  
Dairy farmers, beef nutritionists and producers

**MERIT:**  
Seed Consultants / Meyocks

**NATIONAL FINALISTS:**  
Lely North America / AKC Marketing

Dairy Management Inc. / Paulsen  
Pioneer Hi-Bred International / Bader Rutter  
Bayer Crop Protection / BBDO Atlanta  
Nutrien Ag Solutions - Dyna-Gro Seed / Think Shift  
Wilbur-Ellis Agribusiness / broadhead.  
PIC (Pig Improvement Company) / Filament  
Atticus LLC / broadhead.



## Trade Ads, Single or Series

**CLIENT:**  
Kemin Animal Nutrition & Health - North America

**AGENCY:**  
Lessing-Flynn

**CHALLENGE:** To bring awareness to animal intestinal health.

**AUDIENCE:**  
Nutritionists, veterinarians and farm owners

**MERIT:**  
Prairie Malt / Paulsen

**NATIONAL FINALISTS:**  
Koch Agronomic Services / Swanson Russell  
National Cattlemen's Beef Association / In House  
Arm & Hammer Animal and Food Production / C.O.next  
Prairie Malt / Paulsen



## Unique Print Advertising

**CLIENT:**  
John Deere - Production & Precision Ag

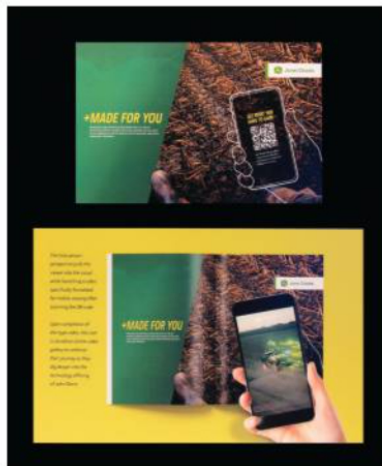
**AGENCY:**  
Signal Theory

**CHALLENGE:**  
To convey to farmers that John Deere equipment exceeds the quality of their competitors.

**AUDIENCE:**  
Farmers

**MERIT:**  
South Dakota Corn / Paulsen

**NATIONAL FINALISTS:**  
Hoegemeyer / Swanson Russell  
Precision Planting / In House  
Atticus LLC / broadhead.  
Boehringer Ingelheim Animal Health USA, Inc. / broadhead.  
Corteva Agriscience / Bader Rutter  
Envu / HLK Agency  
Indiana Corn & Soybean / BLNKPG  
Nutrien Ag Solutions / Think Shift



## Advertorials

**CLIENT:**  
Illinois Soybean Association

**AGENCY:**  
CLUTCH

**CHALLENGE:**  
To encourage farmer support of the soybean checkoff through educating them on the council programs and how they benefits farmers' operations.

**MERIT:**  
FMC / Curious Plot

**NATIONAL FINALISTS:**  
Corteva Agriscience / Bader Rutter  
Minnesota Soybean Growers Association / Ag Management Solutions  
Purina Animal Nutrition / Filament  
Valent U.S.A. / Barkley  
Boehringer Ingelheim Swine / broadhead.  
Nutrien Ag Solutions - Dyna-Gro Seed / Think Shift  
Corteva Agriscience / Bader Rutter



## Radio - Single

**CLIENT:**  
Bayer Crop Protection

**AGENCY:**  
BBDO Atlanta

**CHALLENGE:**  
To have growers be aware of TriVolt and ready to recommend it as part of their weed control programs.

**AUDIENCE:**  
Growers

**MERIT:**  
Wyffels Hybrids / O&H Brand Design

**NATIONAL FINALISTS:**  
Bayer Crop Protection / BBDO Atlanta  
Nutrien / AdFarm  
Rain Bird / AdFarm  
Indiana Corn & Soybean / BLNKPG  
Syngenta / Rooster  
AdvanSix / CLUTCH  
Sound Agriculture / Padilla  
BASF / CLUTCH  
Syngenta - NK Seeds / Brighton Agency

**Narrator:** When we told growers new Bayer premium TriVolt herbicide perform delivered visibly clean fields for up to eight weeks then they were a bit skeptical.

**Grower:** Um, we'll see how it works.

**Narrator:** So, we decided to prove it. We set up cameras in multiple corn fields, treated them with TriVolt, filmed for 24 hours a day for eight weeks. We saw a variety of weather conditions and TriVolt worked. See for yourself at TriVoltAction.com

## Radio - Series

**CLIENT:**  
Wyffels Hybrids

**AGENCY:**  
O&H Brand Design

**CHALLENGE:**  
To create a positive shift in the way corn growers view Wyffels Hybrids.

**AUDIENCE:**  
Corn Growers

**MERIT:**  
Montana Department of Agriculture / Northern Ag Network

**NATIONAL FINALISTS:**  
Corteva Agriscience / Bader Rutter

**Narrator:** When it comes to selecting your seed corn partner, we know you've got a choice to make. At Wyffels Hybrids we've made a choice too. A choice to remain independent. A choice to remain farm-family owned. A choice to stay American. So, when it's time for you to make your choice, make a statement. Plant Wyffels. Some people say that at Wyffels Hybrids we march to the beat of our own drum, but we don't mind that one bit. Staying independent and U.S. farm-family owned and focusing on corn and corn alone makes us different than other seed companies. Well, we just don't know any other way to march. Make your choice and plant your independence. Plant Wyffels.

## Television - Single or Series

**CLIENT:**  
Bayer Crop Protection

**AGENCY:**  
BBDO Atlanta

**CHALLENGE:**  
To have retailer customers aware of TriVolt and promote the weed control program.

**AUDIENCE:**  
Growers and retailers

**MERIT:**  
BASF / VMLY&R

**NATIONAL FINALISTS:**  
Idaho Potato Commission / EvansHardy + Young  
Brevant Seeds / Bader Rutter  
CFI Tire / In House  
Bayer Crop Science / Osborn Barr Paramore  
South Dakota Corn / Paulsen  
Syngenta / G&S Business Communications



## Audiovisual Presentations directed at farmers, ranchers and growers

**CLIENT:**  
John Deere

**AGENCY:**  
Motion Adrenaline

**CHALLENGE:**  
To appeal to farmers to use advanced technology to improve their cost efficiency and profitability.

**AUDIENCE:**  
Farmers

**MERIT:**  
Pivot Bio / AKC Marketing

**NATIONAL FINALISTS:**  
CHS Inc. / Colle McVoy  
Helena Agri-Enterprises, LLC / In House  
Bayer Crop Protection / BBDO Atlanta  
John Deere / Foundry 360  
Rain Bird / AdFarm  
Syngenta - NK Seeds / Brighton Agency  
Nutrien Ag Solutions / Farm Journal Studios  
FMC / Curious Plot



## Audiovisual Presentations directed at dealers, distributors, sales reps or others serving agribusiness

**CLIENT:**  
Precision Planting

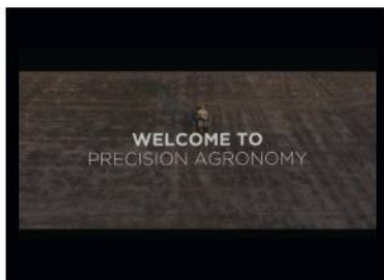
**AGENCY:**  
In House

**CHALLENGE:**  
To generate excitement about Radicle Agronomics platform and its new way of analyzing soil samples.

**AUDIENCE:**  
Agronomists and crop consultants

**MERIT:**  
Climate LLC / Coolfire Studios

**NATIONAL FINALISTS:**  
Wyffels Hybrids / AgriLife Studios  
Verdesian Life Sciences / In House  
HELM Agro / Filament  
Southern Glazer's Wine And Spirits / Mod Op  
AgReliant Genetics / MorganMyers



## Direct Mail – directed at farmers, growers and ranchers - flat

**CLIENT:**  
Corteva Agriscience

**AGENCY:**  
In House

**CHALLENGE:**  
To drive ranchers to the LandVisor website for more information on Corteva Agriscience's mesquite herbicide.

**AUDIENCE:**  
Ranchers in Southwestern U.S.

**MERIT:**  
HELM Agro / Filament

**NATIONAL FINALISTS:**  
AgroLiquid / Signal Theory  
Vermeer Corporation / Lessing-Flynn  
FMC / Curious Plot  
National Cattlemen's Beef Association / In House  
Precision Planting / In House  
FMC / Curious Plot  
American AgCredit / In House  
FMC / Curious Plot



## Direct Mail – directed at farmers, growers and ranchers – three dimensional

**CLIENT:**  
Boehringer Ingelheim  
Animal Health USA Inc

**AGENCY:**  
broadhead.

**CHALLENGE:**  
To establish an understanding that Pyramid and Zactan together offer a superior defense and offense against BRD.

**AUDIENCE:**  
Veterinarians and producers

**MERIT:**  
Precision Planting / In House

**NATIONAL FINALISTS:**  
Kemin Animal Nutrition & Health - North America / Lessing-Flynn  
Wyffels Hybrids / O&H Brand Design  
BASF / CLUTCH  
John Deere Financial / Signal Theory  
Nutrien / AdFarm  
Zoetis / Bader Rutter



## Direct Mail – directed at dealers, distributors, sales reps or others serving agribusiness

**CLIENT:**  
AXON

**AGENCY:**  
CFI Solutions

**CHALLENGE:**  
To convey AXON is willing to go out of their way to show their customers appreciation.

**AUDIENCE:**  
Ag Equipment Dealerships

**MERIT:**  
Cumberland / Rooster

**NATIONAL FINALISTS:**  
Syngenta-NK Seeds / Brighton Agency  
Corteva Agriscience / Bader Rutter  
Lallemand Animal Nutrition / DMH  
Verdesian Life Sciences / In House  
Cargill Animal Nutrition / Turnpike  
LG Seeds / BLNKPG



## Billboards or other outdoor ads

**CLIENT:**  
BASF

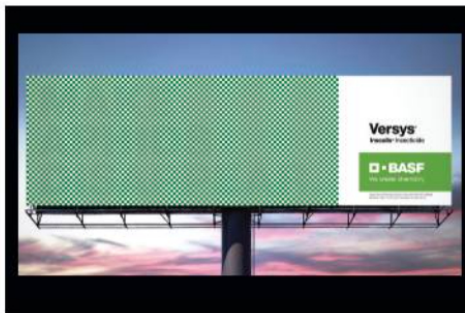
**AGENCY:**  
VMLY&R

**CHALLENGE:**  
To increase awareness of the Versys brand.

**AUDIENCE:**  
Pest Control Advisors

**MERIT:**  
Indigo Ag / In House

**NATIONAL FINALISTS:**  
Nutrien Ag Solutions - Dyna-Gro Seed / Think Shift  
South Dakota Corn / Paulsen  
AgReliant Genetics / Signal Theory  
WinField United / Curious Plot  
Cargill / Turnpike  
WADE, Inc. / Hunt Marketing  
Sunshine Quality Solutions / Hunt Marketing



## Customer Brochures, Catalogs-farmer directed

**CLIENT:**  
WinField United

**AGENCY:**  
Curious Plot

**CHALLENGE:**  
To direct WinField United customers to the proper technical books for their product pairings.

**AUDIENCE:**  
Retailers

**MERIT:**  
Precision Planting / In House

**NATIONAL FINALISTS:**  
Unverferth Manufacturing, Inc. / Trilix  
HELM Agro / Filament  
Purina Animal Nutrition / Filament  
Syngenta / G&S Business Communications  
Cargill Animal Nutrition & Health / Padilla  
Simplot Animal Sciences / Filament  
Phibro Animal Health Corporation / Brighton Agency  
Simplot Animal Sciences / Filament  
Purina Animal Nutrition / Filament



## Brochures, catalogs, etc. directed at dealers, distributors or sales reps or others serving agribusiness

**CLIENT:**  
AXON

**AGENCY:**  
CFI Solutions

**CHALLENGE:**  
To create a tool with high-level tire information for dealers.

**AUDIENCE:**  
Ag dealers

**MERIT:**  
ADAMA Agricultural Solutions Canada Ltd / Think Shift

**NATIONAL FINALISTS:**  
Envu / HLK Agency  
WinField United / Curious Plot  
Virtus Nutrition / Swanson Family of Companies  
Bayer Crop Science / Osborn Barr Paramore  
National Cattlemen's Beef Association / In House  
Capital Farm Credit / Archer Malmo  
Dairyland Seed / C.O.next  
Precision Planting / In House



## Point-of-purchase materials

**CLIENT:**  
BASF

**AGENCY:**  
VMLY&R

**CHALLENGE:**  
To inform BASF's customers about Teraxxa seed treatment.

**AUDIENCE:**  
Wheat farmers

**MERIT:**  
Prairie Malt / Paulsen

**NATIONAL FINALISTS:**  
Corteva Agriscience / In House  
Elanco Animal Health / Curious Plot  
Tennessee Corn Promotion Board / Archer Malmo  
Corteva Agriscience / In House



## Exhibits – Live

**CLIENT:**  
Bayer Crop Protection

**AGENCY:**  
BBDO Atlanta

**CHALLENGE:**  
To make the Bayer booth stand out among other booths at the Almond Conference.

**AUDIENCE:**  
Almond Conference attendees

**MERIT:**  
Envu / HLK Agency

**NATIONAL FINALISTS:**  
AMVAC / AdFarm  
Minnesota Soybean / Ag Management Solutions  
Cargill Animal Nutrition / Turnpike  
Boehringer Ingelheim Animal Health USA Inc. / broadhead.  
FMC / Curious Plot  
Illinois Primary Health Care Association / Impact Managed Marketing  
Trimble / McCracken  
Nutrien / AdFarm  
Nutrien Ag Solutions / Think Shift  
Bayer / HLK Agency



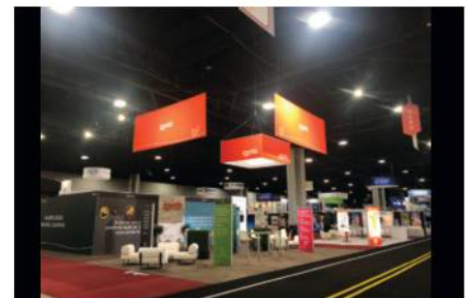
## Exhibits – Virtual

**CLIENT:**  
Zoetis

**AGENCY:**  
Bader Rutter

**CHALLENGE:**  
To conduct customer meetings to solve poultry health challenges.

**AUDIENCE:**  
Customers



## Premium/Specialties directed at farmers, growers and ranchers or others serving agribusiness

**CLIENT:**  
Zoetis

**AGENCY:**  
Bader Rutter

**CHALLENGE:**  
To convey the care farmers and ranchers provide to their animals.

**AUDIENCE:**  
Future farmers

**MERIT:**  
Bayer / HLK Agency

**NATIONAL FINALISTS:**  
Farm Credit Collaboration / Archer Malmo  
Precision Planting / In House  
Syngenta Corn Traits / Rooster  
Golden Harvest Seeds / Rooster  
Boehringer Ingelheim Animal Health USA, Inc. / broadhead.



## Corporate Identity

**CLIENT:**  
Wyffels Hybrids

**AGENCY:**  
O&H Brand Design

**CHALLENGE:**  
To create an impactful and memorable Wyffels Hybrids' icon.

**AUDIENCE:**  
Corn growers

**MERIT:**  
Cobalt Cattle Company LLC / Bader Rutter

**NATIONAL FINALISTS:**  
Amber Wave / Curious Plot  
Capital Farm Credit / Archer Malmo  
Thistle Dew Creamery / McCracken  
California Giant Berry Farm / Curious Plot  
American Royal + Stockyards Brewing Co. / AdFarm  
Ancera / HLK Agency  
Nutrien Ag Solutions / Think Shift  
McLanahan Corporation / Filament



## Advertising to Agribusiness

**CLIENT:**  
Filament

**AGENCY:**  
In House

**CHALLENGE:**  
To bring Filament brand awareness and understanding.

**AUDIENCE:**  
U.S. Agri-marketers

**MERIT:**  
Hoard's Dairyman / Filament

**NATIONAL FINALISTS:**  
National Agri-Marketing Association / Scenic Road  
Archer Malmo / In House  
AdFarm / In House  
SharkFarmer / Ten Acre Marketing  
Capital Farm Credit / Archer Malmo  
Paulsen / In House



## Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees

**CLIENT:**  
Stine Seed Company

**AGENCY:**  
Trilix

**CHALLENGE:**  
To increase awareness of the role women play in the ag industry.

**AUDIENCE:**  
Women in agriculture

**MERIT:**  
Elanco Animal Health / C.O.nxt

**NATIONAL FINALISTS:**  
CLAAS Of America / Woodruff  
Greenway Equipment / SI EQ  
Indigo Ag / Rooster  
AdvanSix / CLUTCH  
National Dairy FARM Program / Filament  
Syngenta / G&S Business Communications  
Bayer Crop Science / Osborn Barr Paramore



## Media Relations

**CLIENT:**  
AGCO

**AGENCY:**  
Colle McVoy

**CHALLENGE:**  
To work with Luke Bryan as an ambassador for the Fendt brand to increase brand awareness.

**MERIT:**  
New Holland Agriculture / Curious Plot

**NATIONAL FINALISTS:**  
Valent U.S.A. / Barkley  
John Deere / Mod Op  
Rain Bird Agriculture / AdFarm  
Illinois Soybean Association / CLUTCH  
BASF / VMLY&R  
AgReliant Genetics / MorganMyers  
Firestone Ag / broadhead.  
Boehringer Ingelheim Cattle Health / broadhead.



## Public Affairs/Issues Management Program

**CLIENT:**  
United Dairy Industry of Michigan

**AGENCY:**  
Filament

**CHALLENGE:**  
To prepare future veterinarians to communicate with dairy consumers.

**AUDIENCE:**  
Michigan State University veterinary students

**MERIT:**  
John Deere / Mod Op

**NATIONAL FINALISTS:**  
Missouri Department of Agriculture / Woodruff



## Brand Citizenship

**CLIENT:**  
Stine Seed Company

**AGENCY:**  
Trilix

**CHALLENGE:**  
To increase the importance of the role women play in agriculture.

**AUDIENCE:**  
Women in agriculture

**MERIT:**  
Cenex / Colle McVoy

**NATIONAL FINALISTS:**  
American AgCredit / In House  
UPL, Ltd. / Woodruff/WS  
Beck's / In House  
Zoetis / Bader Rutter



## Unique Sponsorship Campaign

**CLIENT:**  
Deerfield Ag Services

**AGENCY:**  
Shift•ology  
Communication

**MERIT:**  
The SCN Coalition / MorganMyers

**NATIONAL FINALISTS:**  
JCB North America / Paulsen  
Syngenta - NK Seeds / Brighton Agency  
Cargill Animal Nutrition / Turnpike  
Corteva Agriscience / Bader Rutter



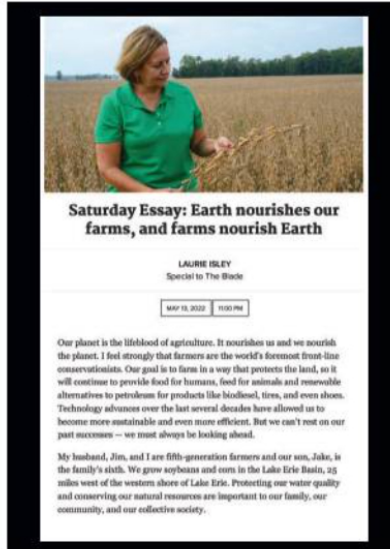
## News, Feature Article or Persuasive Writing – Trade Media

**CLIENT:**  
United Soybean Board

**AGENCY:**  
Osborn Barr Paramore

**CHALLENGE:**  
To convey soybean farmers care about the environment.

**AUDIENCE:**  
Consumers in AL, KS, MI, MO and NE



**MERIT:**  
Think Shift / In House

**NATIONAL FINALISTS:**  
Corteva Agriscience / Bader Rutter  
CHS Inc. / Colle McVoy  
ESTROTECT / Filament  
Syngenta / G&S Business Communications  
Elanco / Colle McVoy  
FMC / Curious Plot  
Michigan Farm Bureau / In House  
CHS Inc. / Colle McVoy  
Corteva Agriscience / Bader Rutter

## News Release – Ag Media

**CLIENT:**  
John Deere

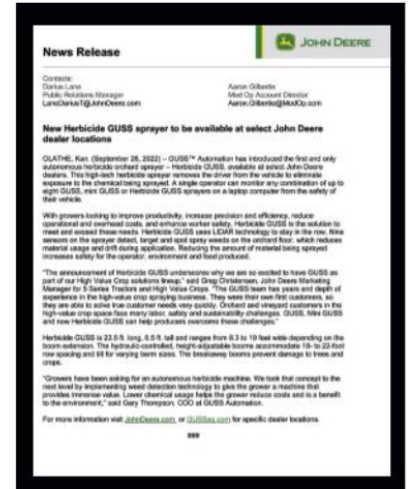
**AGENCY:**  
Mod Op

**CHALLENGE:**  
To convey John Deere offers Herbicide GUSS, the first and only autonomous herbicide orchard sprayer.

**AUDIENCE:**  
Crop producers and John Deere Dealers

**MERIT:**  
Purina Animal Nutrition / Filament

**NATIONAL FINALISTS:**  
Heliae Agriculture / AdFarm  
AgBiome / AdFarm  
John Deere / Mod Op  
Zoetis / Bader Rutter  
Holloway / In House  
Syngenta - NK Seeds / Brighton Agency  
Minnesota Soybean Research & Promotion Council / Ag Management Solutions



## Events – Customer

**CLIENT:**  
John Deere

**AGENCY:**  
In House

**CHALLENGE:**  
To increase brand loyalty with John Deere.

**AUDIENCE:**  
Young farmers

**MERIT:**  
Illinois Soybean Association / MorganMyers

**NATIONAL FINALISTS:**  
AgroLiquid / Signal Theory  
Syngenta / G&S Business Communications  
Bushel / Ten Acre Marketing  
Specialty Soya and Grains Alliance / Ag Management Solutions  
Helena Agri-Enterprises, LLC / Trilix  
Association of Equipment Manufacturers / In House



## Events - Media

**CLIENT:**  
John Deere

**AGENCY:**  
Mod Op

**CHALLENGE:**  
To increase the John Deere brand awareness, reveal new technology and its means to help sustainable food production systems.

**MERIT:**  
Landus Cooperative / Lessing-Flynn

**NATIONAL FINALISTS:**  
Illinois Soybean Association / C.O.next  
John Deere / Mod Op  
Helena Agri-Enterprises, LLC / In House  
Corteva Agriscience / Bader Rutter  
BASF / VMLY&R  
Corteva Agriscience / Bader Rutter





## Events – Internal

**CLIENT:**  
Minnesota Soybean  
Research & Promotion  
Council

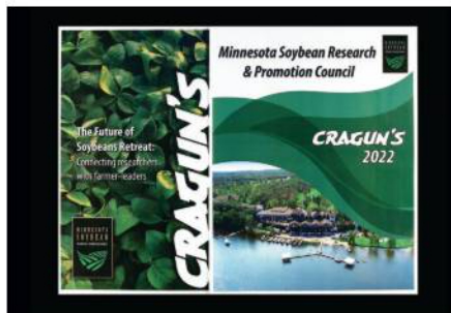
**AGENCY:**  
Ag Management  
Solutions

**CHALLENGE:**  
To discuss soybean  
supplies and uses.

**AUDIENCE:**  
Farmers and researchers

**MERIT:**  
Helena Agri-Enterprises, LLC / In House

**NATIONAL FINALISTS:**  
Black Gold Farms / Ten Acre Marketing  
Bayer / HLK Agency  
AdFarm / In House  
Golden Harvest Seeds / Rooster  
Syngenta - NK Seeds / Brighton Agency



## Events - Virtual

**CLIENT:**  
Lely North America

**AGENCY:**  
AKC Marketing

**CHALLENGE:**  
To grow the Lely North  
American audience.

**AUDIENCE:**  
Farmers, owners and  
managers

**MERIT:**  
Roquette / Think Shift

**NATIONAL FINALISTS:**  
Kinze Manufacturing / Osborn Barr Paramore



## Company and Association Newsletters – External

**CLIENT:**  
Corteva Agriscience

**AGENCY:**  
Bader Rutter

**CHALLENGE:**  
To increase awareness and  
interest in Corteva's Range &  
Pasture products.

**MERIT:**  
Minnesota Soybean Research  
& Promotion Council /  
Ag Management Solutions

**NATIONAL FINALISTS:**  
Phibro Animal Health Corporation / Brighton Agency  
Michigan Farm Bureau /  
In House  
Firestone Ag / broadhead.  
Specialty Soya and Grains Alliance / Ag Management Solutions  
Purina Animal Nutrition / Filament  
Grow West / CLUTCH  
United Dairy Industry of Michigan / Filament



## Company and Association Magazines – External

**CLIENT:**  
GEA

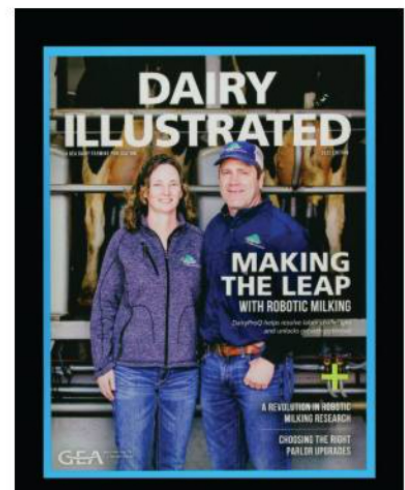
**AGENCY:**  
Filament

**CHALLENGE:**  
To find efficient and effective  
tactics to reach dairy farmer  
audiences.

**AUDIENCE:**  
Dairy farmers

**MERIT:**  
Minnesota Soybean Growers  
Association /  
Ag Management Solutions

**NATIONAL FINALISTS:**  
National Cattlemen's Beef Association / In House  
Cooper Farm / Shift•ology Communication  
CHS Inc. / Colle McVoy



## Company Publications – Internal

**CLIENT:**  
Missouri Corn Growers Association /  
Missouri Corn Merchandising Council

**AGENCY:**  
Insight Marketing Design

**CHALLENGE:**  
To develop a compelling publication that motivates Missouri corn growers and industry representatives to be active participants in defending the right to utilize atrazine while increasing support for the Next Generation Fuels Act.

**MERIT:**  
Minnesota Soybean Research & Promotion Council / Ag Management Solutions

**NATIONAL FINALISTS:**  
Merck Animal Health / AdFarm  
Farmers Mutual Hail Insurance Company / In House  
Ingredion, Inc. / C.O.next  
GreenStone Farm Credit Services / In House



## Audio/Visual Broadcast News

**CLIENT:**  
Pivot Bio

**AGENCY:**  
AKC Marketing

**CHALLENGE:**  
To capture the attention of the Pivot Bio Originals' audiences so they would participate in the giveaways and promotions the shows offered.

**AUDIENCE:**  
Farmers

**MERIT:**  
Corteva Agriscience / NCBA's Cattlemen to Cattlemen

**NATIONAL FINALISTS:**  
Climate LLC / Coolfire Studios  
Syngenta Seeds / G&S Business Communications  
ADAMA Ltd / Think Shift  
Association of Equipment Manufacturers / In House  
National Cattlemen's Beef Association Center for Public Policy / NCBA's Cattlemen to Cattlemen  
National Corn Growers Association / NCBA's Cattlemen To Cattlemen



## Audio/Video Feature or Testimonial

**CLIENT:**  
Corteva Agriscience

**AGENCY:**  
Bader Rutter

**CHALLENGE:**  
To offer cotton farmers PhytoGen solutions to help overcome yield challenges on the farm.

**AUDIENCE:**  
Cotton growers

**MERIT:**  
National Cattlemen's Beef Association / NCBA's Cattlemen To Cattlemen

**NATIONAL FINALISTS:**  
Boehringer Ingelheim Animal Health / broadhead.  
GreenStone Farm Credit Services / MessageMakers  
South Dakota Soybean / Paulsen  
Corteva Agriscience / Bader Rutter  
FMC / Curious Plot  
American Ag Credit / In House  
Corteva Agriscience / Bader Rutter  
FMC / Curious Plot



## Advertising on the Web – directed at farmers, ranchers or growers, and all others serving agribusiness

**CLIENT:**  
Cargill

**AGENCY:**  
Turnpike

**CHALLENGE:**  
To inform the audience about heat abatement strategies and familiarize them with Promote I.C.E. PLUS.

**AUDIENCE:**  
Dairy producers

**MERIT:**  
Nutrien Ag Solutions / Think Shift

**NATIONAL FINALISTS:**  
Vermeer Corporation / Lessing-Flynn  
Dairy Management Inc. / Paulsen  
Zoetis / Bader Rutter  
Nutrien Ag Solutions / Think Shift  
Corteva Agriscience / Bader Rutter  
Envu / HLK Agency  
Beck's / In House  
BASF / VMLY&R



## Internet Website – directed at farmers, ranchers or growers, and all others serving agribusiness

**CLIENT:**  
Cobalt Cattle Company LLC

**AGENCY:**  
Bader Rutter

**CHALLENGE:**  
To represent the Cobalt Cattle brand in an engaging manner.

**AUDIENCE:**  
Cobalt Cattle Company employees, potential recruits and internal stakeholders

**MERIT:**  
Assured Edge Solutions (AES) / 29 Design Studio

**NATIONAL FINALISTS:**  
Wilbur-Ellis Agribusiness / broadhead.  
Specialty Soya and Grains Alliance / Ag Management Solutions  
United Sorghum Checkoff Program / Curious Plot  
Bayer / HLK Agency  
Atticus LLC / broadhead.  
Illinois Soybean Association / C.O.nxt  
Bayer / HLK Agency  
Stine Seed Company / Trilix  
Syngenta Seeds / G&S Business Communications



## Digital Content – journals or blogs directed at farmers, ranchers or growers and all others serving agribusiness

**CLIENT:**  
Corteva Agriscience

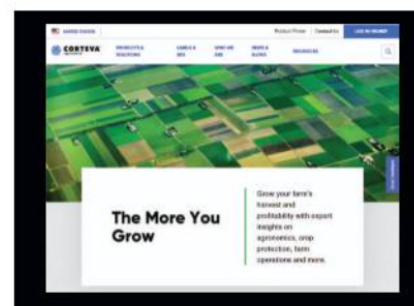
**AGENCY:**  
Bader Rutter

**CHALLENGE:**  
To create establish a blog that positions Corteva as a trusted partner for farmers in making critical product and practice decisions.

**AUDIENCE:**  
Corteva Customers

**MERIT:**  
Arm & Hammer Animal and Food Production / C.O.nxt

**NATIONAL FINALISTS:**  
Sav-A-Caf Young Animal Nutrition / Milk Products, Inc. / Curious Plot  
Stine Seed Company / Trilix  
FMC / Curious Plot  
South Dakota Corn / Paulsen  
Sunshine Quality Solutions / Hunt Marketing  
Syngenta - NK Seeds / Brighton Agency  
Think Shift / In House  
Climate LLC / Paradowski Creative  
Holloway / In House  
Sunshine Quality Solutions / Hunt Marketing



## Webinars & Podcasts

**CLIENT:**  
U.S. Highbush Blueberry Council

**AGENCY:**  
Padilla

**CHALLENGE:**  
To inform and educate about the blueberry industry.

**AUDIENCE:**  
Blueberry growers and marketers

**MERIT:**  
Syngenta Seeds / G&S Business Communications

**NATIONAL FINALISTS:**  
AgCredit / McCracken  
Climate LLC / Coolfire Studios  
Helena Agri-Enterprises, LLC / Trilix  
Nutrien / AdFarm  
Balchem Animal Nutrition & Health / Tanbark Consulting  
Illinois Soybean Association / Ross Creative Works  
Stine Seed Company / Trilix  
Balchem Animal Nutrition & Health / Tanbark Consulting



## Email Marketing

**CLIENT:**  
Bayer

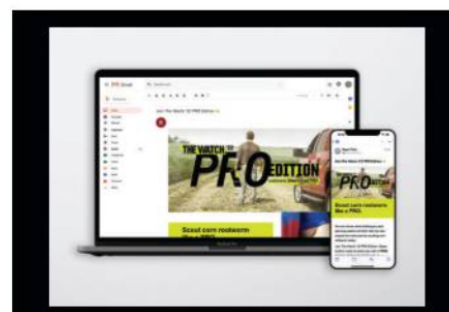
**AGENCY:**  
HLK Agency

**CHALLENGE:**  
To understand the proactive solutions to managing the risk of corn rootworm.

**AUDIENCE:**  
Corn farmers and seed dealers

**MERIT:**  
Syngenta / G&S Business Communications

**NATIONAL FINALISTS:**  
Syngenta Seeds / G&S Business Communications  
Bayer / HLK Agency  
Envu / HLK Agency  
Precision Planting / In House  
Champion Seed / Lessing-Flynn



## Social Community Building and Engagement

**CLIENT:**  
Lely North America

**AGENCY:**  
AKC Marketing

**CHALLENGE:**  
To educate the public on the Lely brand.

**AUDIENCE:**  
Dairy industry

**MERIT:**  
John Deere / Foundry 360

**NATIONAL FINALISTS:**  
Bayer / HLK Agency  
Wilbur-Ellis Agribusiness / broadhead.  
National Dairy FARM Program / Filament  
Illinois Soybean Association / C.O.next  
Grow West / CLUTCH  
Purina Animal Nutrition / Filament  
Syngenta - NK Seeds / Brighton Agency  
AGCO / Exponent PR  
Zoetis / Bader Rutter



## Social Tactic

**CLIENT:**  
Purina Animal Nutrition

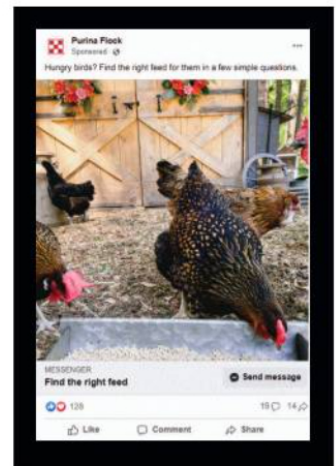
**AGENCY:**  
Filament

**CHALLENGE:**  
To encourage potential customers to consider Purina as their next feed choice for their flocks.

**AUDIENCE:**  
Beginner and seasoned flock raisers

**MERIT:**  
Corteva Agriscience / Bader Rutter

**NATIONAL FINALISTS:**  
GEA / Filament  
Bayer Crop Science / Osborn Barr Paramore  
Holloway / In House  
F.L. Emmert / Signal Theory  
Bayer Crop Science / Osborn Barr Paramore  
Purina Animal Nutrition / Filament  
Case IH / Bader Rutter  
Purina Animal Nutrition / Filament



## Smartphone Apps

**CLIENT:**  
Horizon Ag

**AGENCY:**  
Brighton Agency

**CHALLENGE:**  
To reinforce Horizon Ag customers confidence in choosing their seeds.

**AUDIENCE:**  
Rice farmers

**MERIT:**  
South Dakota Beef Industry Council /  
Beef Logic / Paulsen

**NATIONAL FINALISTS:**  
AMVAC / AdFarm



## Other Digital Tools

**CLIENT:**  
John Deere

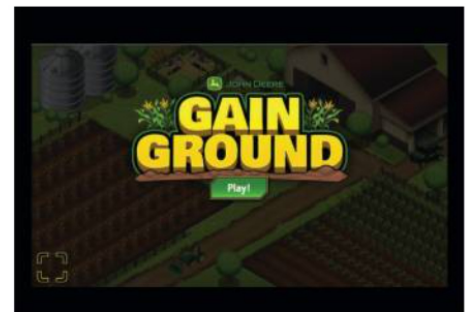
**AGENCY:**  
Custom Solutions

**CHALLENGE:**  
To bring awareness to John Deere's new See & Spray Technology.

**AUDIENCE:**  
Corn, soy and cotton farmers

**MERIT:**  
Bayer Crop Protection / BBDO Atlanta

**NATIONAL FINALISTS:**  
Corteva Agriscience / Bader Rutter  
BUBBA Burger / Midan Marketing  
Corteva Agriscience / Bader Rutter  
Miniturn Nut Company / Ali Cox & Company Marketing  
Stine Seed Company / Trilix  
Pivot Bio / AKC Marketing  
Bayer Crop Science / Osborn Barr Paramore  
Sunrise Cooperative / In House



## Company or Producer-Funded Advertising Campaign directed to consumers

**CLIENT:**  
Illinois Farm Families

**AGENCY:**  
C.O.nxt

**CHALLENGE:**  
To increase awareness about the Illinois Farm Families organization.

**AUDIENCE:**  
Chicago parents

**MERIT:**  
Illinois Corn Marketing Board / MorganMyers

**NATIONAL FINALISTS:**  
Alberta Beef Producers / WS  
Veterinary Hope Foundation / Bader Rutter  
South Dakota Beef Industry Council / Paulsen  
Dairy West / Think Shift  
South Dakota Corn / Paulsen  
Tennessee Corn Promotion Board / Archer Malmo



## Company or Producer-Funded Advertising Campaign Element directed to consumers

**CLIENT:**  
Illinois Corn Marketing Board

**AGENCY:**  
MorganMyers

**CHALLENGE:**  
To build awareness of Unleaded 88/E15 fuel among Chicago consumers.

**AUDIENCE:**  
Illinois consumers

**MERIT:**  
Cenex / Colle McVoy

**NATIONAL FINALISTS:**  
Dairy West / Think Shift  
Wisconsin Corn Promotion Board / MorganMyers  
United Soybean Board / Osborn Barr Paramore  
Dairy West / Think Shift  
South Dakota Beef Industry Council / Paulsen



## Company or Producer-Funded PR Campaign directed to consumers

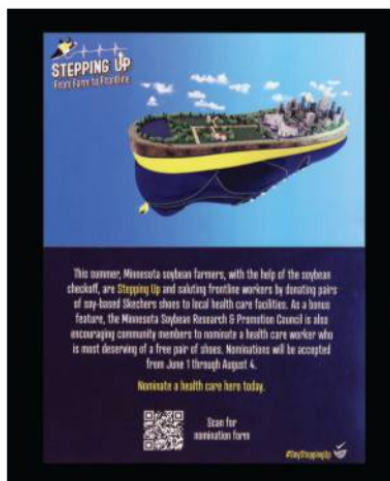
**CLIENT:**  
Minnesota Soybean Research & Promotion Council

**CHALLENGE:**  
To create confidence in Illinois farming practices.

**AGENCY:**  
Ag Management Solutions

**MERIT:**  
US Highbush Blueberry Council / Padilla

**NATIONAL FINALISTS:**  
C.O.nxt / In House  
National Watermelon Promotion Board / Curious Plot  
Filament / In House  
National Cattlemen's Beef Association / In House  
Mushroom Council / Curious Plot  
National Cattlemen's Beef Association / In House



## Company or Producer-Funded PR Campaign Element directed to consumers

**CLIENT:**  
Idaho Potato Commission

**AGENCY:**  
EvansHardy + Young

**CHALLENGE:**  
To create a campaign that generates national publicity making Idaho potatoes at the forefront of consumer's minds.

**AUDIENCE:**  
Consumers

**MERIT:**  
Cotton Incorporated / Curious Plot

**NATIONAL FINALISTS:**  
American Seed Trade Association (ASTA) / Meyocks  
Wisconsin Corn Promotion Board / MorganMyers  
National Cattlemen's Beef Association / In House  
Wisconsin Cheese / broadhead  
United Dairy Industry of Michigan / Shift•ology Communications / Virtual Farm Trips  
Tennessee Corn Promotion Board / Archer Malmo  
Clean Fuels Alliance America / Ag Management Solutions  
National Cattlemen's Beef Association / In House



## Website directed to consumers

**CLIENT:**  
Wisconsin Corn  
Promotion Board

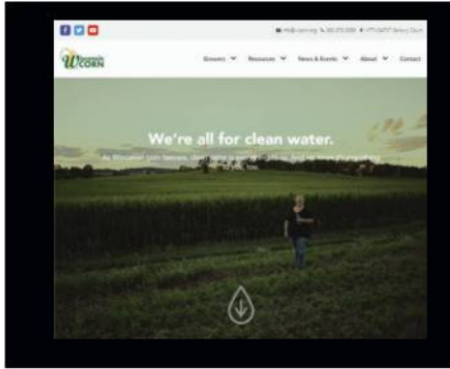
**AGENCY:**  
MorganMyers

**CHALLENGE:**  
To understand the  
clean-water practices  
Wisconsin farmers use  
to grow corn.

**AUDIENCE:**  
Wisconsin residents

**MERIT:**  
MacFarlane Pheasants / Filament

**NATIONAL FINALISTS:**  
National Agricultural Aviation Association / In House  
Trophy Properties and Auction / Osborn Barr Paramore  
Planet Rice / Ali Cox & Company Marketing  
Tyson Foods / Midan Marketing  
Mushroom Council / Curious Plot



## Social Media Campaign directed to consumers

**CLIENT:**  
Dairy Management Inc.

**AGENCY:**  
Mischief

**CHALLENGE:**  
To generate interest in dairy  
and convey the nutrition  
benefits of it.

**AUDIENCE:**  
Consumers

**MERIT:**  
North American Meat  
Institute (NAMI) / Signal Theory

**NATIONAL FINALISTS:**  
Veterinary Hope Foundation / Bader Rutter  
Jaindl Farms / Midan Marketing  
New York Cider Association / 29 Design Studio  
Dairy West / Think Shift  
United Soybean Board / Osborn Barr Paramore  
Lely North America / AKC Marketing  
Iowa Corn Growers / MorganMyers  
Illinois Farm Families / C.O.next



## Influencer Activation directed to consumers

**CLIENT:**  
Purina Animal Nutrition

**AGENCY:**  
Filament

**CHALLENGE:**  
To increase awareness  
of Purina feeds and  
provide information on  
chicken-raising.

**AUDIENCE:**  
Backyard poultry raisers

**MERIT:**  
Purina Animal Nutrition /  
Filament

**NATIONAL FINALISTS:**  
United Soybean Board /  
Osborn Barr Paramore  
Nicholas Meat, LLC / Look East



## Specialty Advertising Campaign

**CLIENT:**  
Veterinary Hope  
Foundation

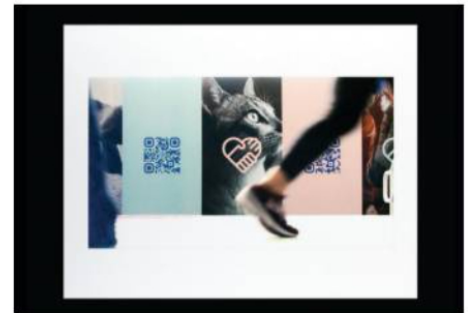
**AGENCY:**  
Bader Rutter

**CHALLENGE:**  
To promote the  
Veterinary Hope  
Foundation and its  
mission.

**AUDIENCE:**  
Veterinarians and companies attending the VMX trade show

**MERIT:**  
Diamond Pet Foods / Woodruff

**NATIONAL FINALISTS:**  
Zoetis Equine / Colle McVoy  
Vetoquinol / Mod Op  
Purina Animal Nutrition / Filament  
Sipcam Agro USA, Inc. / Woodruff  
DBC Ag Products / Filament  
Kemin Animal Nutrition & Health - North America / Lessing-Flynn  
Zoetis / Bader Rutter



## Specialty PR Campaign

**CLIENT:**  
Purina Animal Nutrition

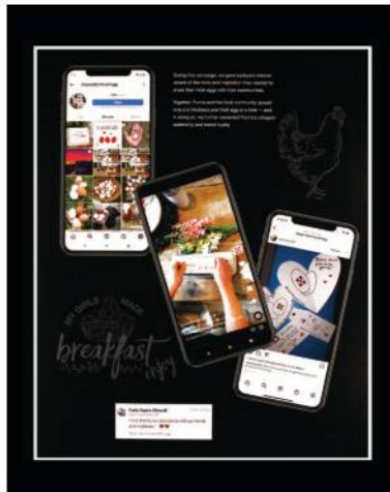
**AGENCY:**  
Filament

**CHALLENGE:**  
To promote the backyard chicken raising lifestyle.

**AUDIENCE:**  
Backyard chicken enthusiasts

**MERIT:**  
Purina Animal Nutrition /  
Filament

**NATIONAL FINALISTS:**  
Corteva Agriscience /  
Bader Rutter



## Specialty Campaign Elements

**CLIENT:**  
Veterinary Hope  
Foundation

**AGENCY:**  
Bader Rutter

**CHALLENGE:**  
To promote the  
Veterinary Hope  
Foundation and its  
mission.

**AUDIENCE:**  
Pet owners

**MERIT:**  
Envu / HLK Agency

**NATIONAL FINALISTS:**  
Purina Animal Nutrition / Filament  
Zoetis Equine / Colle McVoy  
Corteva Agriscience / Bader Rutter  
Zoetis / Bader Rutter  
Vetoquinol / Mod Op  
DBC Ag Products / Filament



## Producers Choice

**CLIENT:**  
Unverferth  
Manufacturing, Inc.

**AGENCY:**  
Trilix

**MERIT:**  
Unverferth  
Manufacturing, Inc. /  
Trilix




**GATEWAY  
to the BEST**  
2023 Best of NAMA

# Congratulations

to all of the winners

from the staff of  
*Agri Marketing* magazine!



# WHEN GOOD ENOUGH *ISN'T ENOUGH*



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You deserve to work with an agency that chases greatness. At Curious Plot, we believe in better. This means looking closer, testing boundaries and being relentlessly curious to create better marketing that advances brands, people, animals and our world.

**See the difference that comes from working with marketing and communications experts in food, agriculture and companion animal care.**



We Believe in *Better.*

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[curiousplot.agency](https://curiousplot.agency)