

2019 Best of NAMA National Award Winners

| Category # | Place | Category Name | Entry Title | Company | Agency |
|------------|-------|--|--|--|-------------------------------------|
| 1 | First | Multimedia Campaigns-Local | Cibus - Falco | Cibus | Think Shift |
| 1 | Merit | Multimedia Campaigns-Local | Keeping It Local Campaign | WinField United | Colle McVoy |
| 2 | First | Multimedia Campaigns-Regional | Wyffels Brand Advertising Campaign | Wyffels Hybrids | O&H Brand Design, Musta Advertising |
| 2 | Merit | Multimedia Campaigns-Regional | In the Crop Protection Battle, You Have an Ally with Atticus | Atticus | broadhead. |
| 3 | First | Multimedia Campaigns-National | Cattle Friendly Vaccines Campaign | Merck Animal Health | Signal Theory |
| 3 | Merit | Multimedia Campaigns-National | Ag Tech Retailer Kit | WinField United | Colle McVoy |
| 4 | First | New Product Introduction | Purina® Flock Hen Treats Launch Campaign | Purina Animal Nutrition | Filament |
| 4 | Merit | New Product Introduction | Hampel Ultimate Chicken Coop Launch Campaign | Hampel | Filament |
| 5 | First | Spreads, single or series | Product Spread Print Ads | Pioneer | Bader Rutter |
| 5 | Merit | Spreads, single or series | It Takes Heart Series | Beck's Hybrids | In House |
| 6 | First | Single-page Ads, single | Cattle Friendly Vaccines Print Ad | Merck Animal Health | Signal Theory |
| 6 | Merit | Single-page Ads, single | Cibus - Falco | Cibus | Think Shift |
| 7 | First | Single-page Ads, single entry, series | Forever Cotton | The Cotton Board | Archer Malmo |
| 7 | Merit | Single-page Ads, single entry, series | Forever Cotton | The Cotton Board | Archer Malmo |
| 8 | First | Less-than-page Ads, single or series | WestBred® "What it Takes" Less-than-Page Ads | Bayer - WestBred Wheat | Brighton Agency |
| 8 | Merit | Less-than-page Ads, single or series | Deltapine® Strong Cotton Performance Ads | Bayer - Deltapine | Brighton Agency |
| 9 | First | Trade Ads, single or series | "Foodservice Ads" | Idaho Potato Commission | Evans, Hardy + Young, Inc. |
| 9 | Merit | Trade Ads, single or series | AMVAC Print Ad | AMVAC Chemical | Swanson Russell |
| 10 | First | Unique Print Advertising | Unique Print Advertising | Precision Planting | In House |
| 10 | Merit | Unique Print Advertising | Corn Revolution 4-Page Insert | Pioneer | Bader Rutter |
| 11 | First | Advertorials | Deltapine® "Strong Cotton" Advertorial Series | Bayer - Deltapine | Brighton Agency |
| 11 | Merit | Advertorials | Milk Products - Whole Milk Advertorial | Milk Products Inc. | Filament |
| 12 | First | Radio - Single | Farming in the Dark | United Soybean Board | OBP |
| 12 | Merit | Radio - Single | Case IH Farmall Utility Series Tractors - Come Clean | Case IH Agriculture | Equity Creative |
| 13 | First | Radio - Series | Pioneer Audio Tour | Pioneer | Bader Rutter |
| 13 | Merit | Radio - Series | Nedap Livestock Management Podcast Commercial | Nedap Livestock Management | Filament |
| 14 | First | Television - Single or Series | "Shoulders" TV Spot | Syngenta | Martin Williams Advertising |
| 14 | Merit | Television - Single or Series | "Grownup" | Wyffels Hybrids | O&H Brand Design |
| 15 | First | Audiovisual Presentations directed to farmers, growers and ranchers | Purina Dairy More Than Feed Video | Purina Animal Nutrition | Filament |
| 15 | Merit | Audiovisual Presentations directed to farmers, growers and ranchers | East River Electric: Farm Efficiency + Safety Videos | East River Electric (a Touchstone Energy Cooperative Distribution Hub) | Paulsen |
| 16 | First | Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness | Virtual Root Dig by Acceleron® App Sales Promo Video | Bayer Crop Science | HLK |
| 16 | Merit | Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness | Audiovisual Presentations | Precision Planting | In House |
| 17 | First | Direct Mail-directed to farmers, growers and ranchers - flat | "Rewards Catalog" | Wyffels Hybrids | O&H Brand Design |

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| 17 | Merit | Direct Mail-directed to farmers, growers and ranchers - flat | Seed Order Thank You | Wyffels Hybrids | O&H Brand Design |
| 18 | First | Direct Mail-directed to farmers, growers and ranchers - three dimensional | New Customer Kit | Wyffels Hybrids | In House |
| 18 | Merit | Direct Mail-directed to farmers, growers and ranchers - three dimensional | Almond Bloom Campaign | Helena Agri-Enterprises, LLC | In House |
| 19 | First | Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat | American Ninja Dairy Cows | Hoard's Dairyman | Charleston Orwig, Inc. |
| 19 | Merit | Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat | National Business Conference (BBC) "It's Island Time" Mailer | Kent Nutrition Group | In House |
| 20 | First | Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional | Corn Revolution Direct Mail | Pioneer | Bader Rutter |
| 20 | Merit | Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional | Channel Recruitment Direct Mail | Bayer Crop Science | The Sandbox Agency |
| 21 | First | Billboards or other outdoor ads | Morris: Innovation Unearthed Billboard | Morris Industries | WS |
| 21 | Merit | Billboards or other outdoor ads | One Thing | Wyffels Hybrids | O&H Brand Design |
| 22 | First | Customer Brochures, Catalogs-farmer directed-1 or more elements | Farmers At Heart - Beck's 2020 Product and Program Guide | Beck's Hybrids | In House |
| 22 | Merit | Customer Brochures, Catalogs-farmer directed-1 or more elements | This War Horses for Veterans | War Horses for Veterans | OBP |
| 23 | First | Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements | Arm & Hammer Animal and Food Production Brand Book | ARM & HAMMER | Charleston Orwig, Inc. |
| 23 | Merit | Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements | Newport Laboratories, Inc. Collateral System | Newport Laboratories, Inc. | broadhead. |
| 24 | First | Point-of-purchase materials | Purina® Flock Chick(en) Days Dealer Kit | Purina Animal Nutrition | Filament |
| 24 | Merit | Point-of-purchase materials | TotalSol Soluble Granules Clear Advantage Point of Purchase Display Kit | FMC | FLM Harvest |
| 25 | First | Exhibits | SIMPAS 2019 Commodity Classic Exhibit | AMVAC Chemical Corporation | Archer Malmo |
| 25 | Merit | Exhibits | Let's Get Dirty... It Starts Underground | Advanced Biological Marketing | Brand It Marketing Communications |
| 26 | First | Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness | Purina® Flock Flock-Tober Coop Signs | Purina Animal Nutrition | Filament |
| 26 | Merit | Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness | Seedstock 100 Business Communication Kit | Boehringer Ingelheim | broadhead. |
| 27 | First | Corporate Identity | Agricenter International Brand Update | Agricenter International | Archer Malmo |
| 27 | Merit | Corporate Identity | HELM Brand Identity & Design Guide | HELM Agro US | Sage VC |
| 28 | First | Advertising to agribusiness | Archer Acre: Harvest Party 2019 | Archer Malmo | In House |
| 28 | Merit | Advertising to agribusiness | American Ninja Dairy Cows | Hoard's Dairyman | Charleston Orwig, Inc. |

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| 29 | First | Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness | BASF Overall Public Relations Program | BASF | PERISCOPE |
| 29 | Merit | Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness | CLAASified Campaign | CLAAS of America | Woodruff |
| 30 | First | Media Relations | The SCN Coalition Media Relations Campaign | SCN Coalition | MorganMyers |
| 30 | Merit | Media Relations | Farm State of Mind Initiative - Public Relations | Bayer Crop Science | HLK |
| 31 | First | Public Affairs/Issues Management program | Digging Into Dicamba Dismay | WinField United | Exponent PR |
| 31 | Merit | Public Affairs/Issues Management program | DEKALB #ToastToFarmers Activation | DEKALB Asgrow (Bayer) | OBP and HLK |
| 32 | First | News or Feature Article-Trade Media | Midwest Sessions Increase Interest in Cover Crops | Dan Zinkand Comm., LLC | In House |
| 32 | Merit | News or Feature Article-Trade Media | Worn-out Waterways | CHS Inc. | Colle McVoy |
| 33 | First | Persuasive Writing | Farm State of Mind Ted Talk / Presentation | Bayer Crop Science | HLK |
| 33 | Merit | Persuasive Writing | Equipping Applicators to Control Dicamba Drift | WinField United | Exponent PR |
| 34 | First | News Release-Ag Media | Purina Swine Stomach Size Management Tip | Purina Animal Nutrition | Filament |
| 34 | Merit | News Release-Ag Media | Midwest Dairy Over the Moon About Reaching the Next Generation of Consumers | Midwest Dairy | FLM Harvest |
| 35 | First | Events - Customer | DEKALB Asgrow Kansas Speedway Activation | DEKALB Asgrow (Bayer) | OBP |
| 35 | Merit | Events - Customer | The Journey to the Top Starts at the Summit | Illinois Soybean Association | Charleston Orwig, Inc. |
| 36 | First | Events - Media | CLAASified Media Event | CLAAS of America | Woodruff |
| 36 | Merit | Events - Media | John Deere ISG Media Event | John Deere | Sage |
| 37 | First | Events - Internal | BASF Dinner is Grown Event | BASF | PERISCOPE |
| 37 | Merit | Events - Internal | CHS Purpose and Values | CHS, Inc. | Colle McVoy |
| 38 | First | Company and Association newsletters - External - directed to farmers, growers and ranchers | Advising the Modern Farmer with Timely, Personalized Insights | WinField United | Exponent PR |
| 38 | Merit | Company and Association newsletters - External - directed to farmers, growers and ranchers | The Drive Print Newsletter | Cattlemen's Beef Board | Swanson Russell |
| 39 | First | Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians | Providing Expert Insights to Retail Audiences | WinField United | Exponent PR |
| 39 | Merit | Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians | Range & Pasture Steward | Corteva Agriscience | Bader Rutter / John Wallace Communications |
| 40 | First | Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness | Landscapes Magazine - Winter 2018 and Summer 2019 Issues | Farm Credit Bank of Texas | In House |
| 40 | Merit | Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness | C Magazine: "C" is for Creating Connections | CHS, Inc. | Colle McVoy |
| 41 | First | Company Publications - Internal | 2019 Nutrient Trend Report Weekly In-Season Emails | WinField United | Colle McVoy |
| 41 | Merit | Company Publications - Internal | The Core Quarterly Magazine | Corteva Agriscience | Bader Rutter |

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| 42 | First | Company Publications - Annual Reports | A Year of Action, Implementation and Execution - 2018 Foremost Farms Annual Report | Foremost Farms USA | MorganMyers |
| 42 | Merit | Company Publications - Annual Reports | 2018 American Angus Association Annual Report | American Angus Association | Random Thought Studio |
| 43 | First | Audio/Video Broadcast News | Purina Cattle Cattlemen to Cattlemen Video Segment | Purina Animal Nutrition | Filament |
| 43 | Merit | Audio/Video Broadcast News | Insights That Matter, Brought to Farmers' Living Rooms | Winfield United | Exponent PR |
| 44 | First | Audio/Video Feature or Testimonial | Bayer Horticulture Testimonial Videos | Bayer Crop Science | Rhea + Kaiser |
| 44 | Merit | Audio/Video Feature or Testimonial | Rooted in New Beginnings: GreenStone's YBSF Program | GreenStone Farm Credit Services | Message Makers |
| 45 | First | Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture | ADAMA Global- Made by Many (Online Video) | ADAMA Global | Think Shift |
| 45 | Merit | Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture | Purina Flock - Flock Strong Digital Ad | Purina Animal Nutrition | Filament |
| 46 | First | Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness | Website for Blue Seal Feeds | Kent Nutrition Group | Bader Rutter |
| 46 | Merit | Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness | Trivar Website | West Central | broadhead. |
| 47 | First | Blogs | Field Leader Blogs | Ohio Soybean Council | FLM Harvest |
| 47 | Merit | Blogs | Essential Feed Blog | Zinpro Corporation | Two Rivers Marketing |
| 48 | First | Community Building and Engagement - Social Campaign | Purina Flock - Flock Strong Social Campaign | Purina Animal Nutrition | Filament |
| 48 | Merit | Community Building and Engagement - Social Campaign | Pioneer Social Media Vending Machine | Pioneer | Bader Rutter |
| 49 | First | Social tactic - a specific activity | Farm State of Mind Twitter Chat | Bayer Crop Science | HLK |
| 49 | Merit | Social tactic - a specific activity | Purina Flock Flock-Tober Game Day Social Tactic | Purina Animal Nutrition | Filament |
| 50 | First | Smartphone Apps | Nutrivia - A Test of Nutritional Wits | United Soybean Board | OBP |
| 50 | Merit | Smartphone Apps | Virtual Root Dig by Acceleron® App | Bayer Crop Science | HLK |
| 51 | First | Other non-Smartphone Digital Media | Coy Playbook | Bayer Crop Science | HLK |
| 51 | Merit | Other non-Smartphone Digital Media | Digital Seed Guide | WinField United | Colle McVoy |
| 52 | First | Digital Marketing Tools | Around the Farm Podcast | The Climate Corporation | Coolfire Studios |
| 52 | Merit | Digital Marketing Tools | Bayer Velum One "Unseen" Interactive Sales Tool App | Bayer Crop Science | BBDO Atlanta |
| 53 | First | Company or Producer-Funded Advertising campaign directed to consumers | Bot Shot Final Four Challenge | Land O'Lakes | Colle McVoy |
| 53 | Merit | Company or Producer-Funded Advertising campaign directed to consumers | Good To Know Campaign | Seaboard Foods | Signal Theory |
| 54 | First | Company or Producer-Funded Advertising campaign element directed to consumers | Illinois Runs on Homegrown Corn | Illinois Corn Marketing Board | MorganMyers |
| 54 | Merit | Company or Producer-Funded Advertising campaign element directed to consumers | ZERO by 40: Eradication is Possible | Innovative Vector Control Consortium | Charleston Orwig, Inc. |
| 55 | First | Company or Producer-Funded PR campaign directed to consumers | Shifting Long-Held Consumer Beliefs With The Copernicus Project | Land O'Lakes | Exponent PR |
| 55 | Merit | Company or Producer-Funded PR campaign directed to consumers | Moo Lab and #CupsofComfort Campaign | Midwest Dairy | FLM Harvest |

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| 56 | First | Company or Producer-Funded PR campaign element directed to consumers | "30 Harvests" | U.S. Farmers & Ranchers Alliance | Clutch and 1Camera |
| 56 | Merit | Company or Producer-Funded PR campaign element directed to consumers | The Future of Food Takes Center Stage at SXSW | Land O'Lakes | Exponent PR |
| 57 | First | Website directed to consumers | WatchUsGrow Redesign | Illinois Farm Families Coalition | MorganMyers |
| 57 | Merit | Website directed to consumers | Cracking Global Hunger: The Hatching Hope Global Initiative | Cargill | Padilla |
| 58 | First | Social Media campaign directed to consumers | Moo Lab and #CupsofComfort | Midwest Dairy | FLM Harvest |
| 58 | Merit | Social Media campaign directed to consumers | Dinder - The Thanksgiving Matchmaker | AdFarm | In House |
| 59 | First | Specialty advertising campaign | Sipcam Agro Campaign | Sipcam Agro | Woodruff |
| 59 | Merit | Specialty advertising campaign | UltraShield Campaign | W.F. Young | Signal Theory |
| 60 | First | Specialty PR campaign | Purina® Flock Hen Treats Influencer Campaign | Purina Animal Nutrition | Filament |
| 60 | Merit | Specialty PR campaign | Campaign Launch for CORE EQ INNOVATOR | Zoetis | Bader Rutter |
| 61 | First | Specialty campaign elements - single or series | Purina® Flock Flock Strong YouTube Ads | Purina Animal Nutrition | Filament |
| 61 | Merit | Specialty campaign elements - single or series | Purina® Flock Flock Strong Filter Social Tactic | Purina Animal Nutrition | Filament |
| 62 | First | Producer's Choice - Single-page Ad - directed to farmers, growers and ranchers | Brent Family of Products Ad | Unverferth Manufacturing Co., Inc. | Trilix |
| 62 | Merit | Producer's Choice - Single-page Ad - directed to farmers, growers and ranchers | "Triple Barrel Power" | Y-TEX Corporation | Engle Creative Solutions LLC |
| Best of Show - Public Relations | | | The SCN Coalition Media Relations Campaign | SCN Coalition | MorganMyers |
| Best of Show - Specialty | | | Purina® Flock Flock Strong YouTube Ads | Purina Animal Nutrition | Filament |
| Best of Show - Digital | | | Purina Flock - Flock Strong Social Campaign | Purina Animal Nutrition | Filament |
| Best of Show - Consumer | | | "30 Harvests" | U.S. Farmers & Ranchers Alliance | Clutch and 1Camera |
| Best of Show - Advertising | | | "Shoulders" TV Spot | Syngenta | Martin Williams Advertising |
| Grand Champion | | | "30 Harvests" | U.S. Farmers & Ranchers Alliance | Clutch and 1Camera |