

MIDSOUTH  
BEST OF NAMA  
AWARDS CEREMONY  
JANUARY 19, 2022

BEST OF NAMA

2022





THANK YOU

BEST OF NAMA  
COMMITTEE

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GRACE FONG

LUELLA SPROUT


LAURA SVEC

STEPHANIE STALANS

# Best of NAMA 2022

- Judging in November
  - Kansas City
  - 96 MidSouth Entries
  - Awards listed are for MidSouth Chapter
  - Regional winners are also noted
  - Regional winners qualify for national competition
-

# **Agricultural Audiences** Advertising



MERIT AWARD

MULTIMEDIA  
CAMPAIGNS - LOCAL

Helena Agri-Enterprises, LLC &  
Trilix

*Almond Wise*

Regional Merit



FIRST PLACE

**MULTIMEDIA CAMPAIGNS –  
LOCAL**

Bayer Crop Science // Deltapine &  
OBP Agency

*Deltapine “Pride”*

Regional First



FIRST PLACE

**NEW PRODUCT INTRODUCTION**

Helena Agri-Enterprises, LLC

*Antares Complete Product Launch*



FIRST PLACE

**SPREADS, SINGLE OR SERIES**

Helena Agri-Enterprises, LLC

*Fullscale CropLife Crop Nutrition  
Special Report*

Regional First





MERIT AWARD

SINGLE-PAGE ADS,  
SINGLE

Agricenter International &  
Archer Malmo

*Farm Safe TN Ag Insider Ad*



FIRST PLACE

**SINGLE-PAGE ADS, SINGLE**

Bayer Crop Science // Deltapine &  
OBP Agency

*Deltapine “The Pursuit of Pride”*

Regional Merit

# MERIT AWARD

SINGLE-PAGE ADS,  
SINGLE ENTRY,  
SERIES

Bayer Crop Science // DEKALB  
Asgrow Deltapine & OBP Agency

*DEKALB Asgrow Deltapine "Official  
Sponsors of Success"*



FIRST PLACE

**SINGLE-PAGE ADS,  
SINGLE ENTRY, SERIES**

Capital Farm Credit &  
Archer Malmo

*CFC Better Together Campaign  
Refresh Series*

Regional First



MERIT AWARD

ADVERTORIALS

Helena Agri-Enterprises, LLC

*Mitigating Almond Hull Rot*



FIRST PLACE

**ADVERTORIALS**

Corteva Agriscience &  
Bader Rutter

*Advertorial series: Cotton Grower special  
issue sponsored by PhytoGen<sup>®</sup> cottonseed*

Regional Merit



MERIT AWARD

RADIO - SINGLE

Helena Agri-Enterprises, LLC &  
Trilix

*Coron Metra Radio Spot*



FIRST PLACE

**RADIO - SINGLE**

Bayer Crop Science // Deltapine &  
OBP Agency

*Deltapine "Season Long Performance"*

Regional First



MERIT AWARD

TELEVISION –  
SINGLE OR SERIES

Bayer Crop Science // DEKALB  
Asgrow Deltapine & OBP Agency

*DEKALB Asgrow Deltapine "Official  
Sponsors of Success"*



FIRST PLACE

TELEVISION –  
SINGLE OR SERIES

Bayer Crop Science // DEKALB  
Asgrow Deltapine & OBP Agency

*DEKALB Asgrow Deltapine "Eye of the  
Agronomist"*

Regional First



MERIT AWARD

AUDIOVISUAL  
PRESENTATIONS  
DIRECTED TO  
FARMERS

Farm Credit &  
Archer Malmo

*2021 Learning Center - "The Faces  
Of Ag Innovation"*



FIRST PLACE

**AUDIOVISUAL PRESENTATIONS  
DIRECTED TO FARMERS**

Bayer Crop Science // DEKALB  
Asgrow Deltapine & OBP Agency

*DEKALB Asgrow Deltapine  
"Agronothon"*

Regional First

# MERIT AWARD

AUDIOVISUAL  
PRESENTATIONS  
DIRECTED TO  
DEALERS

Farm Credit Mid-America &  
Archer Malmo

*Farm Credit Mid-America Internal  
Video Series*

Regional Merit



FIRST PLACE

**AUDIOVISUAL PRESENTATIONS  
DIRECTED TO DEALERS**

Wade Incorporated &  
Archer Malmo

*Intellifarm Launch Video*

Regional First

# MERIT AWARD

DIRECT MAIL  
DIRECTED TO  
FARMERS - FLAT

Helena Agri-Enterprises, LLC

*Helena New Locations Direct Mail*

Regional Merit



FIRST PLACE

**DIRECT MAIL DIRECTED TO  
FARMERS - FLAT**

Corteva Agriscience

*See the Unseen - LandVisor Lenticular  
Mailer*

Regional First



# MERIT AWARD

DIRECT MAIL  
DIRECTED TO  
FARMERS – THREE  
DIMENSIONAL

Bayer Crop Science // Deltapine &  
OBP Agency

*Deltapine NPE Summit "Wooden  
Crates"*



FIRST PLACE

**DIRECT MAIL DIRECTED TO  
FARMERS – THREE DIMENSIONAL**

Corteva Agriscience

*See the Unseen - LandVisor Pop Out  
Surprise Mailer*

Regional Merit

# MERIT AWARD

DIRECT MAIL  
DIRECTED TO  
DEALERS – THREE  
DIMENSIONAL

Corteva Agriscience

*Introducing One Pass, Better Grass*



FIRST PLACE

**DIRECT MAIL DIRECTED TO  
DEALERS – THREE DIMENSIONAL**

Bayer Crop Science // Deltapine &  
OBP Agency

*Deltapine NPE Summit "Wooden  
Crates"*

Regional Merit



FIRST PLACE

**BILLBOARDS OR OTHER  
OUTDOOR ADS**

Wade Incorporated &  
Hunt Marketing

*Dreaming of Green*

Regional First

# MERIT AWARD

CUSTOMER  
BROCHURES –  
FARMER DIRECTED –  
1 OR MORE  
ELEMENTS

SIMPAS &  
Archer Malmo

*SIMPAS application system Sales  
Sheets*

Regional Merit



FIRST PLACE

**CUSTOMER BROCHURES – FARMER  
DIRECTED – 1 OR MORE ELEMENTS**

Corteva Agriscience

*Range & Pasture Weed ID Guide*

Regional First

# MERIT AWARD

BROCHURES,  
CATALOGS –  
DIRECTED TO  
DEALERS – 1 OR  
MORE ELEMENTS

Corteva Agriscience

*The Vegetation Portfolio that You  
Need*



The background of the slide features a grayscale image of a mountain range with a dense forest of evergreen trees in the foreground. The mountains are layered, creating a sense of depth. A dark green rectangular box is overlaid on the left side of the image, containing the main text.

FIRST PLACE

**BROCHURES, CATALOGS –DIRECTED  
TO DEALERS – 1 OR MORE ELEMENTS**

Pig Improvement Company &  
Filament

*How to Use LinkedIn to Build  
Relationships*

# MERIT AWARD

PREMIUMS/  
SPECIALTIES –  
DIRECTED TO  
FARMERS

Corteva Agriscience

*Strength When It Counts to Protect  
What Matters Most*



FIRST PLACE

**PREMIUMS/SPECIALTIES –  
DIRECTED TO FARMERS**

Farm Credit &  
Archer Malmo

*NCBA Customer Event Collateral*

Regional First

MERIT AWARD

CORPORATE  
IDENTITY

Wade Incorporated &  
Archer Malmo

*Wade Incorporated, IntelliFarm  
Branding*

Regional Merit



FIRST PLACE

**CORPORATE IDENTITY**

Agricenter International &  
Archer Malmo

*Veterans Employed in Technology and  
Service in Agriculture (VETSA)*

Regional First



# **Agricultural Audiences**

## Public Relations

# FIRST PLACE

## OVERALL PR PROGRAM – DIRECTED TO FARMERS

Agoro Carbon Alliance, Yara &  
Archer Malmo

*Agoro Carbon Alliance - Global  
Launch Plan*



# MERIT AWARD

NEWS, FEATURE  
ARTICLE OR  
PERSUASIVE  
WRITING - TRADE  
MEDIA

Yara North America &  
Archer Malmo

*Yara North America: Celebrating 75  
Years Of Advancing Agriculture*



# FIRST PLACE

**NEWS, FEATURE ARTICLE OR  
PERSUASIVE WRITING –  
TRADE MEDIA**

Pig Improvement Company &  
Filament

*Sow Trends Roundtable Article/Sow  
Management Trends Management Tip*

Regional First





MERIT AWARD

NEWS RELEASE –  
AG MEDIA

Helena Agri-Enterprises, LLC

*Cotton Tissue Samples Show  
Alarmingly Low Potassium Levels  
Throughout Southeast*



FIRST PLACE

**NEWS RELEASE – AG MEDIA**

Biovante &  
Archer Malmo

*Jimmy Frederick World Record  
Soybean Yield News Release*

Regional First



FIRST PLACE

**EVENTS – CUSTOMER**

Helena Agri-Enterprises, LLC

*FieldLink Farmer Series at  
Commodity Classic*

Regional Merit



MERIT AWARD

EVENTS –  
VIRTUAL

Helena Agri-Enterprises, LLC &  
Trilix

*Helena Products Launch Webinar*



FIRST PLACE

EVENTS – VIRTUAL

Bayer Crop Science // Deltapine &  
OBP Agency

*Deltapine "NPE Summit 2020"*

Regional Merit



FIRST PLACE

**COMPANY AND ASSOCIATION  
NEWSLETTERS - EXTERNAL - FARMERS**

Horizon Ag &  
Brighton Agency

*"Performance is. . ." E-blast Campaign  
for Horizon Ag*

Regional First



FIRST PLACE

**COMPANY PUBLICATIONS –  
ANNUAL REPORTS**

National Dairy FARM Program &  
Filament

*2020 Year in Review*

Regional First



# MERIT AWARD

AUDIO/VIDEO  
FEATURE OR  
TESTIMONIAL

Pig Improvement Company &  
Filament

*World Pork Expo Sire Video*



FIRST PLACE

**AUDIO/VIDEO FEATURE OR  
TESTIMONIAL**

Corteva Agriscience &  
Bader Rutter

*PhytoGen<sup>®</sup> cottonseed: Thriving in  
Cotton video series*

Regional First

# Agricultural Audiences Digital





MERIT AWARD

ADVERTISING ON  
THE WEB –  
DIRECTED TO  
FARMERS

Helena Agri-Enterprises, LLC &  
Trilix

*Almond Wise*



FIRST PLACE

**ADVERTISING ON THE WEB –  
DIRECTED TO FARMERS**

Yara North America &  
Archer Malmo

*Yaravita PROCOTE Campaign*

Regional Merit



MERIT AWARD

INTERNET WEBSITE  
– DIRECTED TO  
FARMERS

Greenway Equipment &  
SI EQ

*Greenway Equipment –  
Gogreenway.com*



FIRST PLACE

**INTERNET WEBSITE – DIRECTED TO  
FARMERS**

Corteva Agriscience &  
Aggio

*Calculating the Reason Ranchers  
Need Weed Control Solutions*

Regional First



FIRST PLACE

**BLOGS**

Filament

*TikTok: The New Kid On The  
Agri-Marketing Block*

Regional Merit



# MERIT AWARD

SOCIAL  
COMMUNITY  
BUILDING AND  
ENGAGEMENT -  
SOCIAL CAMPAIGN

Helena Agri-Enterprises, LLC &  
Trilix

*Almond Wise*



FIRST PLACE

**SOCIAL COMMUNITY BUILDING AND  
ENGAGEMENT - SOCIAL CAMPAIGN**

The Cotton Board &  
Archer Malmo

*The Cotton Board - "Let's Talk"*

Regional First

# MERIT AWARD

SOCIAL TACTIC – A  
SPECIFIC ACTIVITY

Purina Animal Nutrition &  
Filament

*NFR Snapchat Filter*



FIRST PLACE

**SOCIAL TACTIC – A  
SPECIFIC ACTIVITY**

Bayer Crop Science // DEKALB  
Asgrow Deltapine & OBP Agency

*DEKALB Asgrow Deltapine "Mother's  
Day Video"*



FIRST PLACE

**SMARTPHONE APPS**

AMVAC Chemical Corporation &  
Archer Malmo

*SIMPAS - Applied Solutions Net  
Return Calculator*

Regional First

MERIT AWARD

OTHER  
NON-SMARTPHONE  
DIGITAL MEDIA

Corteva Agriscience

*Range & Pasture Digital Weed ID  
Guide*

Regional Merit



FIRST PLACE

**OTHER NON-SMARTPHONE  
DIGITAL MEDIA**

SIMPAS &  
Archer Malmo

*SIMPAS - Applied Solutions Ipad  
Web Apps*

Regional First



MERIT AWARD

DIGITAL  
MARKETING TOOLS

Helena Agri-Enterprises, LLC

*Helena University*





FIRST PLACE

**DIGITAL MARKETING TOOLS**

Pharmgate Animal Health &  
Filament

*M. Hyo Podcast Series*

# Consumer Audiences



# FIRST PLACE

**COMPANY OR PRODUCER-FUNDED  
PR CAMPAIGN DIRECTED TO  
CONSUMERS**

Tower Garden (JuicePlus+  
Corporation) & Archer Malmo

*Tower Garden Consumer Studies*





FIRST PLACE

**COMPANY OR PRODUCER-FUNDED  
PR CAMPAIGN ELEMENT DIRECTED  
TO CONSUMERS**

Shooting Hunger &  
Archer Malmo

*Shooting Hunger Video*

Regional First

# Specialty Audiences



# MERIT AWARD

SPECIALTY  
CAMPAIGN  
ELEMENTS - SINGLE  
OR SERIES

Helena Agri-Enterprises, LLC

*Sherp Video*



FIRST PLACE

**SPECIALTY CAMPAIGN  
ELEMENTS - SINGLE OR SERIES**

Purina Animal Nutrition &  
Filament

*Coop Signs*

Regional Merit

# Best of Show

The image features a stylized landscape background. In the foreground, there is a dense forest of evergreen trees. Behind the forest, a range of mountains is visible, with some peaks appearing as simple silhouettes. The sky is a light, hazy grey. A large, solid orange rectangle is overlaid on the left side of the image, partially covering the forest and mountains. The text "Best of Show" is written in a bold, black, sans-serif font within this orange rectangle.



# AGRICULTURAL AUDIENCES

## ADVERTISING

Television - Single or Series

Bayer Crop Science // DEKALB  
Asgrow Deltapine &  
OBP Agency

*DEKALB Asgrow Deltapine "Eye  
of the Agronomist"*

# AGRICULTURAL AUDIENCES

## PUBLIC RELATIONS

News, Feature Article or persuasive writing - Trade Media

Pig Improvement Company & Filament

*Sow Trends Roundtable Article/Sow Management Trends Management Tip*

# AGRICULTURAL AUDIENCES

## DIGITAL

Social Community Building and  
Engagement - Social Campaign

The Cotton Board &  
Archer Malmo

*The Cotton Board - "Let's Talk"*

# CONSUMER AUDIENCES

Company or Producer-Funded PR  
campaign directed to consumers

Tower Garden (JuicePlus+ Corporation)  
& Archer Malmo

*Tower Garden Consumer Study*

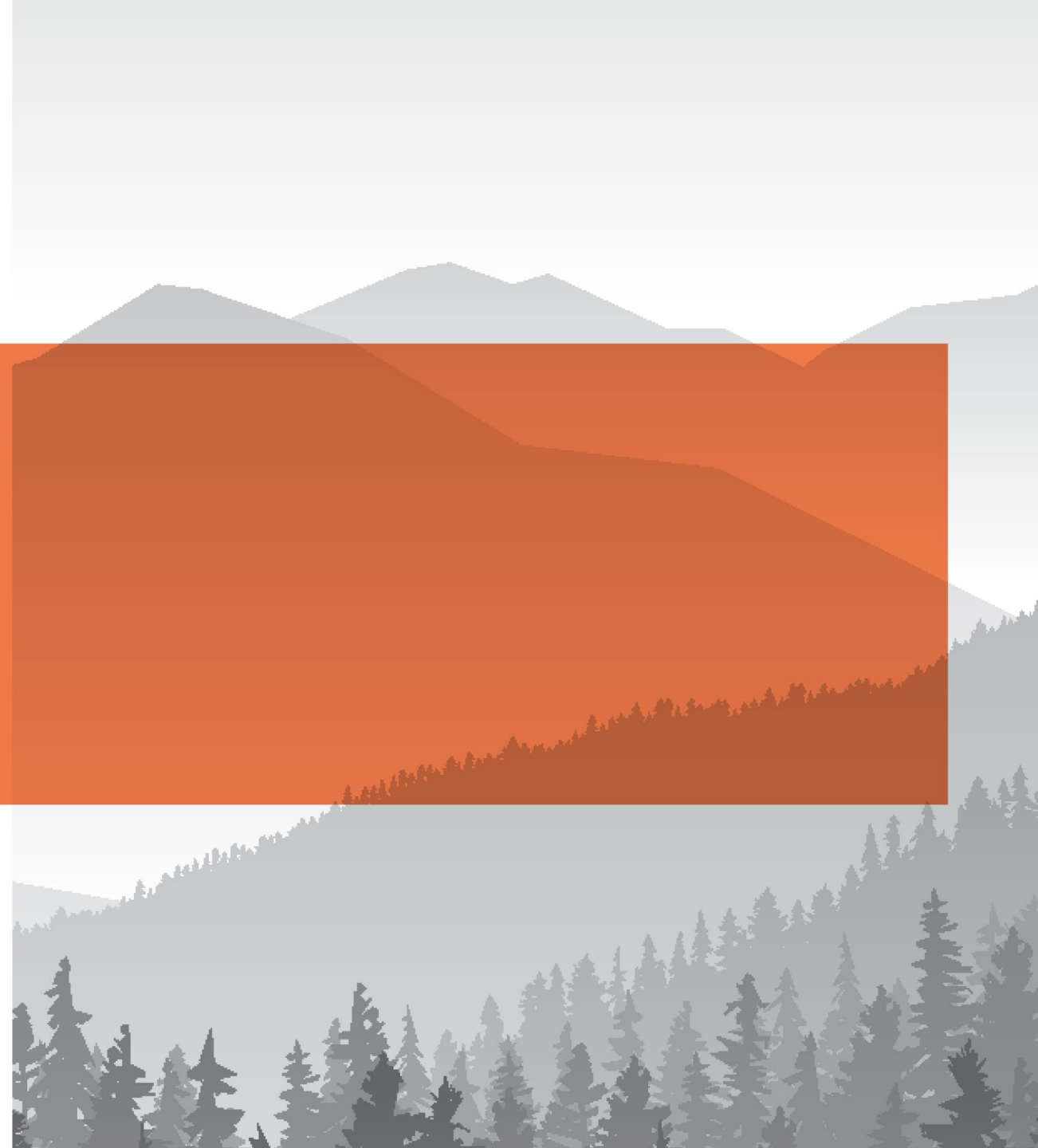
# SPECIALTY AUDIENCES

Specialty campaign elements -  
single or series

Purina Animal Nutrition &  
Filament

*Coop Signs*

**Congratulations to all  
our winners tonight!**



**Good luck in the national competition!**

*Mark your calendar for #NAMA22  
NAMA Agri-Marketing Conference  
April 6-8, Kansas City*

