KUDOS
BEST OF NAMA 2027
CALL FOR ENTRIES

OVERVIEW

The Best of NAMA awards program honors the best work in agricultural communications. The best of the best, since companies and agencies must first qualify through regional competition to advance to the national level. **The national awards ceremony will take place April 21, at the Sheraton Crown Center in Kansas City.**

Entries are judged by industry professionals at a regional level. First and merit winners are eligible to advance to national competition. **A minimum point standard will be used and enforced at the regional level. Work that is not above a certain point standard will not be eligible to be advanced.**

The NAMA office will notify you by February 1, 2027, regarding entries eligible for advancement. An entry fee at both the regional and national level is required. **If your entry advances to national it will not be necessary to create another entry.**

BEST OF SHOW

NAMA will award five Best of Show winners in each of the following categories:

Agricultural Audiences

ADVERTISING

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Agricultural Audiences

PUBLIC RELATIONS

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Agricultural Audiences

DIGITAL

PAGE 25

All Disciplines

CONSUMER AUDIENCES

PAGE 30

All Disciplines

SPECIALTY AUDIENCES

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GRAND CHAMPION

These five Best of Show winners will compete for the Best of NAMA Grand Champion award, which will be awarded to the single-best entry in the Best of NAMA competition.

ELIGIBILITY

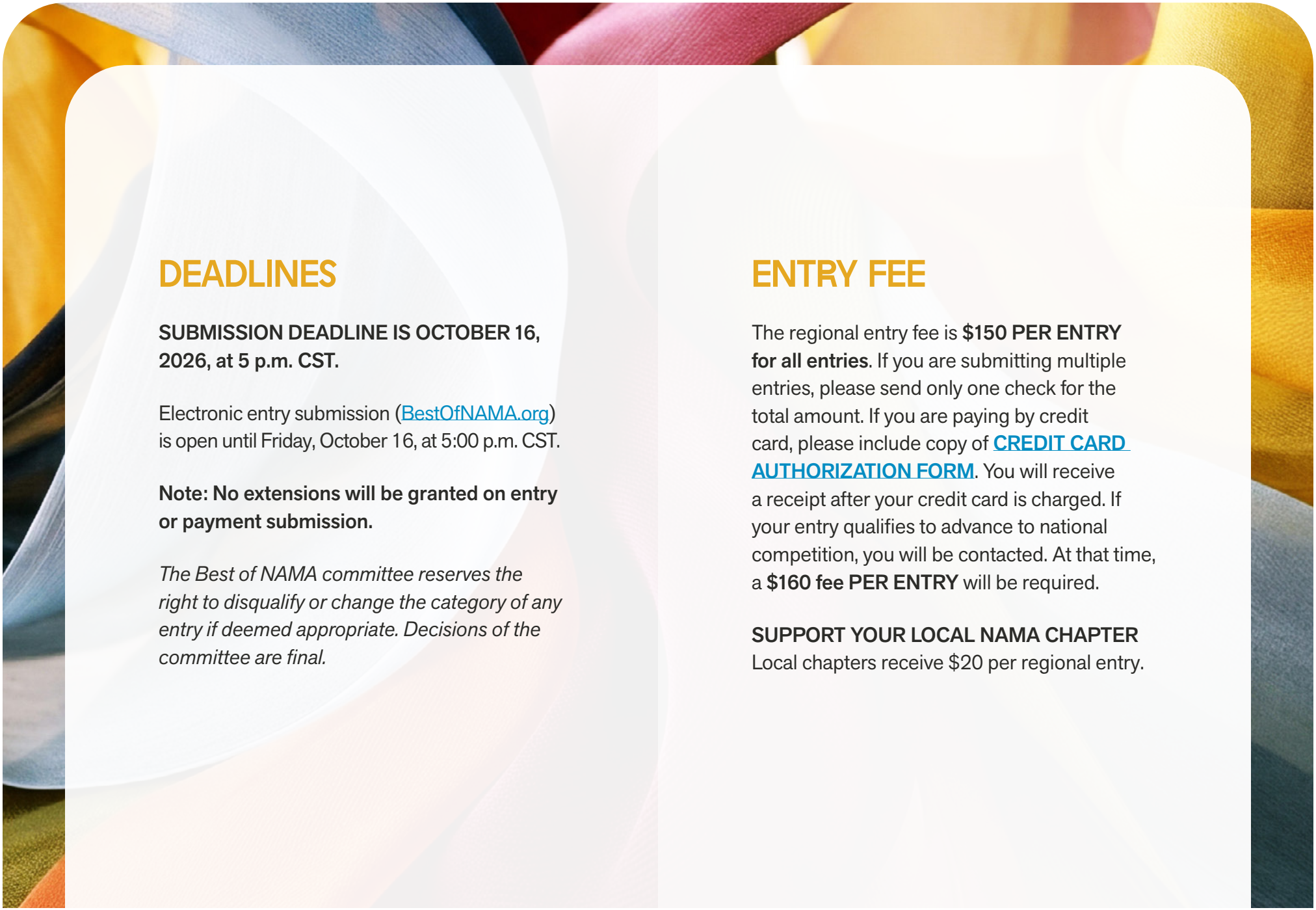
Communications materials produced for first use from October 2025 (if the entry didn't make it into the awards show last year) – October 2026. (If entered in 2025, the EXACT SAME entry will not be eligible this year.) Additions or modifications to an ongoing campaign will not be eligible year after year.

Entries must come through chapters where there is a NAMA member. The NAMA member can either be from the company OR the agency. Entries must be directed to North American audiences.

Entries are open to agricultural, ornamentals, turf, livestock veterinarians and any other ag-related products or services whose primary audience is farmers, ranchers and growers (except as otherwise noted).

It is mandatory that the entry identify the chapter of the company or agency (note space on entry form). Each entry should be submitted through one region only. Please do not enter the exact same entry through different chapters. Duplicates will be disqualified!

The exact same entry may not be entered in two different categories; however, elements of a campaign can be entered in separate categories.



DEADLINES

SUBMISSION DEADLINE IS OCTOBER 16, 2026, at 5 p.m. CST.

Electronic entry submission (BestOfNAMA.org) is open until Friday, October 16, at 5:00 p.m. CST.

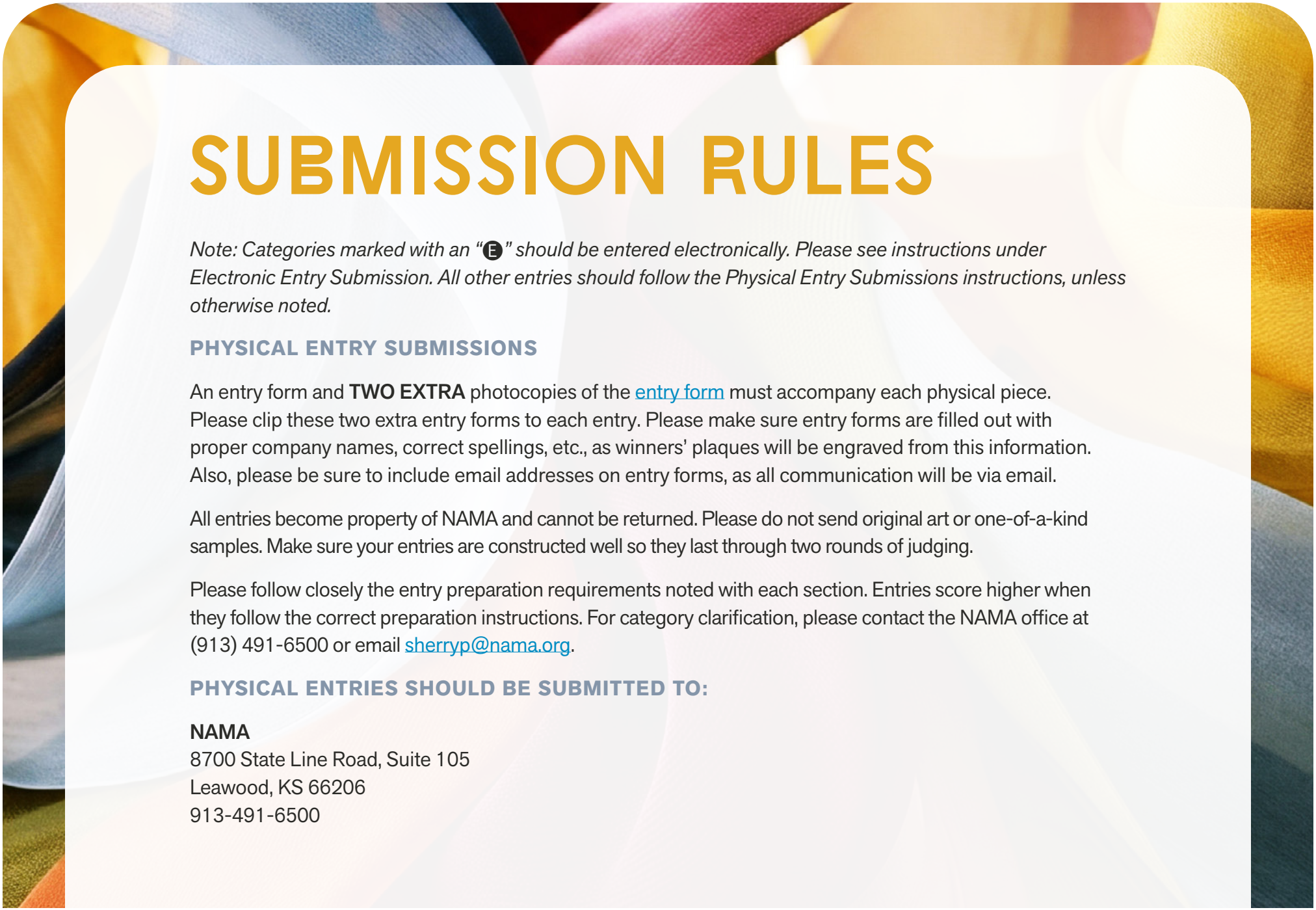
Note: No extensions will be granted on entry or payment submission.

The Best of NAMA committee reserves the right to disqualify or change the category of any entry if deemed appropriate. Decisions of the committee are final.

ENTRY FEE

The regional entry fee is **$150 PER ENTRY for all entries**. If you are submitting multiple entries, please send only one check for the total amount. If you are paying by credit card, please include copy of **CREDIT CARD AUTHORIZATION FORM**. You will receive a receipt after your credit card is charged. If your entry qualifies to advance to national competition, you will be contacted. At that time, a **$160 fee PER ENTRY** will be required.

SUPPORT YOUR LOCAL NAMA CHAPTER
Local chapters receive $20 per regional entry.



SUBMISSION RULES

Note: Categories marked with an "Ⓔ" should be entered electronically. Please see instructions under Electronic Entry Submission. All other entries should follow the Physical Entry Submissions instructions, unless otherwise noted.

PHYSICAL ENTRY SUBMISSIONS

An entry form and **TWO EXTRA** photocopies of the entry form must accompany each physical piece. Please clip these two extra entry forms to each entry. Please make sure entry forms are filled out with proper company names, correct spellings, etc., as winners' plaques will be engraved from this information. Also, please be sure to include email addresses on entry forms, as all communication will be via email.

All entries become property of NAMA and cannot be returned. Please do not send original art or one-of-a-kind samples. Make sure your entries are constructed well so they last through two rounds of judging.

Please follow closely the entry preparation requirements noted with each section. Entries score higher when they follow the correct preparation instructions. For category clarification, please contact the NAMA office at (913) 491-6500 or email sherryp@nama.org.

PHYSICAL ENTRIES SHOULD BE SUBMITTED TO:

NAMA
8700 State Line Road, Suite 105
Leawood, KS 66206
913-491-6500

ELECTRONIC ENTRY SUBMISSIONS

Categories marked with an Ⓔ, should be submitted electronically to BestOfNAMA.org.
Acceptable file formats for electronic submission:

Audio	MP3
Visual	JPEG, PNG, PDF
Video	Submit a public URL from YouTube. Digital files for video will no longer be uploaded or accepted.
Presentations	A URL only will be accepted. If you have a PDF or PowerPoint, please post to a web page and upload the URL.
Digital	Enter a demonstration URL. Digital files will no longer be uploaded or accepted.

For all electronic entry submissions, you fill out the entry form ONLINE. All fields included in the online entry form must be completely filled out. Print and include 2 copies of each electronic entry form with the other non-electronic forms you submit.

Broadcast and/or digital files for CAMPAIGNS will NOT be entered electronically, but instead must be entered with the rest of the campaign materials.

AGRIBUSINESS AUDIENCES

BEST OF SHOW

At the national level, three Best of Show categories have been established in the Agribusiness Audience section. One will be awarded in each of the following categories, at the discretion of the judges:

ADVERTISING

PUBLIC RELATIONS

DIGITAL

All three will then be eligible to compete for the Best of NAMA Grand Champion award, which will be awarded to the single-best entry in the Best of NAMA competition.

ADVERTISING

Ads, direct mail and other "paid" materials whose primary audience is farmers, ranchers and growers (unless otherwise specified).

JUDGING CRITERIA FOR ALL ADVERTISING ENTRIES

30%

CHALLENGE OR OPPORTUNITY

Is the challenge specifically identified and is it clear how this marketing element addresses the challenge and/or opportunity? How unique, targeted or strategy-specific is this toward addressing the challenge/opportunity?

20%

TARGET AUDIENCE

Is the defined audience thoughtful and specific? Does it seem like the investment is driven to the right audience to get the results from the challenge/opportunity presented? Is it a broad target or a specific target? Is it clear from the entry?

30%

OBJECTIVE OR DESIRED RESPONSE

Was it well thought out and specified what this marketing element was expected to create in response or outcome? How well does this entry illustrate how that would be – and was – measured against that goal? Was it to change the perception or increase sales/participation? Is it clear what they wanted the audience to think or do – and did they?

20%

CRAFTSMANSHIP/ORIGINALITY

Did this entry grab your attention? Did it seem fresh and different, or did you feel like you've seen it before? Ask the same questions when considering what you think the target audience would say. And what about the production quality? Is it well executed? Does it gain attention and impact by how it was executed?

ADVERTISING

CAMPAIGNS

Entry Preparation

Mount print materials on the inside of 13" x 16" (folded size), cover stock paper (minimum 65 lb.), black matte finish. Campaigns must be hinged together in an accordion fold; so all materials can be seen from one side when unfolded. A maximum of seven panels may be used. Mount your entry form on the outside back cover of the folder. Attach the two extra copies of the entry form via a paper clip or binder clip. For campaigns with broadcast elements, please provide a **QR CODE OR** list a **URL** attached to the folder that judges can visit to view the elements.

Note: When calculating the cost of a campaign, be sure to figure in all costs, including personnel, etc.

CATEGORIES

1. **Integrated Campaign – Local –** Exposure in no more than 5 states.
2. **Integrated Campaign – Regional –** Exposure in 6 to 12 states.
3. **Integrated Campaign – National –** Exposure in 13 or more states.
4. **New-product introduction:** May contain all forms of communication used, including publicity, public relations, direct mail, advertising, etc. No budget restrictions.
5. **Unique Sponsorship Campaign:** Campaign surrounding a targeted sponsorship that extends and elevates paid sponsorship dollars to broaden impact, awareness and retention of brand, product or initiative.

ADVERTISING

PRINT

Entry Preparation

Mount materials on the inside of 13" x 16" (folded size), cover stock paper (minimum of 65 lbs.), black matte finish. Series ads must be hinged together in an accordion fold, so all materials may be seen from one side when unfolded. A maximum of seven panels may be used. Mount your entry form on the outside back cover of the folder. Attach the two extra copies of the entry form via a paper clip or binder clip.

CATEGORIES

6. **Spreads**, b&w or color, any size, single or series.

7. **Single-page or less than single page ads**, b&w or color, single entry.

8. **Single-page ads or less than single page ads**, b&w or color, series (min. 2, max. 5).

9. **Trade ads (non-farmer audience)**, b&w or color, single or series: Directed at livestock veterinarians, farm managers, bankers, dealers, distributors or others serving agribusiness.

10. **Unique print advertising** (includes preprinted inserts, three or more page units, belly bands, wraps, bags, etc.), any color, any size.

11. **Advertorials**, b&w or color, single or series.

ADVERTISING

BROADCAST MEDIA

Entry Preparation

Upload files to BestOfNAMA.org.

Acceptable file formats for electronic submission:

- **Audio:** MP3
- **Video:** Submit a public URL from YouTube. Make sure there are no security restrictions to access the video.

All fields included in the online entry form must be completely filled out. Print and include two extra copies of each electronic entry form with the other non-electronic forms you submit. If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff, sherryp@nama.org.

Remove countdown, color bars and end titles. Leave approximately 10 seconds of black leader at front. Dub series together in proper order, without IDs or leaders between commercials. A series may have a minimum of two and a maximum of five spots. Submit each entry separately. **For categories 13 and 14, series must be entered as a single file.**

Entries not submitted in the proper format are eligible for disqualification.

CATEGORIES

12. Audio – Single or series (any length). Ⓔ

13. Television and Streaming Short Form – under 1.5 minutes – Single or series Ⓔ

14. Television and Streaming Long Form – over 1.5 minutes – Single or series Ⓔ

ADVERTISING

ELECTRONIC MEDIA

Entry Preparation

Upload files to BestOfNAMA.org.

Acceptable file formats for electronic submission:

- **Audio –** MP3
- **Submit a public URL from YouTube –** Make sure there are no security issues to access the video.
- **Web banners (for advertising on the web) –** Enter a demonstration URL through the website.

For all electronic entry submissions, you fill out the entry form ONLINE. All fields included in the online entry form must be completely filled out. Series must be entered in a single file.

Print and include two extra copies of each electronic entry form with the other non-electronic forms you submit. If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff, sherryp@nama.org.

CATEGORIES

15. **Audiovisual presentations** directed at farmers, ranchers and growers. Ⓔ

16. **Audiovisual presentations** directed at dealers, distributors, sales reps or others serving agribusiness. Ⓔ

ADVERTISING

DIRECT/TARGET MARKETING

Entry Preparation

Mount print materials on the inside of 13" x 16" (folded size), cover stock paper (minimum of 65 lb.), black matte finish. Campaigns must be hinged together in accordion fold, so all materials can be seen from one side when unfolded. A maximum of seven panels may be used. Mount entry form on the outside back cover of the folder. Attach two extra copies of entry form via paper clip or binder clip. For campaigns with broadcast elements, please place a QR code in an envelope and attach to folder OR list a URL on the materials that directs judges to the broadcast elements. For oversized items, submit an 8" x 10" color photo. Oversized items are considered anything excessively bulky or larger than 12" x 15".

CATEGORIES

17. **Direct mail –** Directed at farmers, growers and ranchers: Flat.

18. **Direct mail –** Directed at farmers, growers and ranchers: Three-dimensional.

19. **Direct mail –** Directed at dealers, distributors, sales reps and all others serving agribusiness: Flat or three-dimensional.

ADVERTISING

OUTDOOR

Entry Preparation

Outdoor entries should be submitted via a photo. Please upload the PDF to BestOfNAMA.org. Print and include two extra copies of the entry form with other non-electronic entries you submit.

For all electronic entry submissions, you fill out the entry form ONLINE. Be sure to answer all questions on the electronic entry form.

If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff, sherryp@nama.org.

CATEGORIES

20. Billboards or other outdoor ads (submit as a photo). Ⓔ

ADVERTISING

COLLATERAL

Entry Preparation

Brochure/catalog entries should be prepared like print advertising. Mount print materials on the inside of 13" x 16" (folded size), cover stock paper (minimum 65 lbs.), black matte finish. Entries must be hinged together in accordion fold, so all materials may be seen from one side when unfolded. A maximum of seven panels may be used. For exhibit and oversized entries, submit 8" x 10" color photo. Oversized items are considered anything excessively bulky or larger than 12" x 15". For posters and brochures, create a pocket inside folder, fold poster down and insert. Attach the two extra copies of the entry form via paper clip or binder clip.

CATEGORIES

21. **Customer brochures, catalogs:** Farmer-directed (1 or more elements).

22. **Brochures, catalogs, etc.:** Directed at dealers, distributors or sales reps and all others serving agribusiness (1 or more elements).

23. **Point-of-purchase materials** (posters, banners, POS displays, mobiles, violators).

24. **Packaging**

25. **Exhibits** (trade and farm show exhibits, booths, etc.) Live

26. **Premiums/specialties** directed at farmers, growers and ranchers and all others serving agribusiness. Submit single entries and series in the same category.

27. **Corporate identity:** Stationery package, business cards, logo design, branding.

ADVERTISING

ADVERTISING TO AGRIBUSINESS

Ads produced by media, agencies or services (photographers, direct mail houses, audiovisual, producers, etc.) whose audience is either agribusiness or agencies.

Entry Preparation

Mount print materials on the inside of 13" x 16" (folded size), cover stock paper (minimum 65 lb.), black matte finish. Campaigns must be hinged together in accordion fold, so all materials can be seen from one side when unfolded. A maximum of seven panels may be used. Mount your entry form on the outside back cover of the folder. Attach the two extra copies of the entry form via paper clip or binder clip.

For campaigns with broadcast elements, please provide a QR code or URL attached to the folder to direct judges to the broadcast elements. For oversized items, submit an 8" x 10" color photo. Oversized items are anything excessively bulky or larger than 12" x 15".

CATEGORY

28. **Advertising to agribusiness or agencies –** Elements produced by media, agencies or services (photographers, direct mail houses, audiovisual, producers, etc.) with the intent to solicit or grow business.

PUBLIC RELATIONS

Primary audience is farmers, ranchers and growers (unless otherwise specified).

JUDGING CRITERIA FOR ALL PUBLIC RELATIONS EXCEPT WRITING

30%

PLANNING

What was the level of strategy and thoughtfulness that went into developing this campaign? Was it clear what the opportunity was and how public relations efforts could help achieve brand and/or product goals? Was it unique? And well thought out? Was it clear what the end result should be?

40%

RESULTS

What evidence is there that the goals noted in planning were achieved? There should be efforts noted to identify, analyze and quantify results. Don't forget, maybe there are additional valuable results and/or learnings achieved through the execution as well – if they are noted in the entry.

30%

EXECUTION

What is the quality and professionalism demonstrated through this effort in the entry as it is presented? There should be evidence of ingenuity and creativity using a combination and variety of techniques and elements to make the effort successful.

PUBLIC RELATIONS

CAMPAIGNS

Entry Preparation

Submit all materials in a three-ring binder with 1½" spine or smaller. Affix entry form to the back of binder. You may use up to five double spaced pages to describe the following: 1) planning, research, program objectives and purposes; 2) audiences; 3) strategies/communications techniques; 4) evaluation and feedback (explain tangible methods used to measure results); 5) budget (include all costs, such as cost of personnel to implement program). Supporting materials and examples may be included but must be contained within the three-ring binder.

Entry Tip: Improve your chances of success by submitting a smaller, but more descriptive entry. Carefully consider the judging criteria and entry guidelines when preparing entries. **NOTE: Results weigh heavily in Public Relations entries — DON'T LEAVE THEM OUT.**

CATEGORIES

29. **Overall public relations program** supporting product, service or corporate image: Directed at farmers, ranchers, growers, stakeholders or employees and all others serving agribusiness.

30. **Media relations** including media kits and media relations activities.

31. **Brand Citizenship –** Community/stakeholder relations; corporate social responsibility/ESG programs directed at farmers, ranchers, growers, stakeholders or employees and all others serving agribusiness.

PUBLIC RELATIONS

JUDGING CRITERIA FOR ALL WRITING

30%

CLARITY OF MESSAGE

Is the intended message clearly and consistently communicated? It must be evident not only in the entry, but in the work sample of the entry as well. Would you know what the key message is without reading the entry form?

30%

EXECUTION

What is the quality and level of technical execution evident in the entry as it is presented? Is it easy-to-understand and free of spelling, grammar, structure and tone of voice errors? Does it deliver the thoughts and story that make the message clear and more meaningful?

30%

CREATIVITY/INGENUITY

There should be evidence of ingenuity and creativity using a combination and variety of techniques and elements to make the effort successful. Did this writing grab your attention? Did it seem fresh and different, or did you feel like you've heard/read something like it before?

10%

RESULTS

What evidence is there that the goals were achieved? There should be efforts noted to identify, analyze and quantify results.

PUBLIC RELATIONS

WRITING

Entry Preparation

For all electronic entry submissions, you fill out the entry form ONLINE. Submit a PDF at BestOfNAMA.org. Entry should include copy of manuscript and published copy. Verification of article or speech must accompany entry. Send two extra copies of the entry form along with other non-electronic forms.

If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff, sherryp@nama.org. **NOTE: Results weigh heavily in Public Relations entries — DON'T LEAVE THEM OUT.**

CATEGORIES

32. **News, feature article or persuasive writing** to include speeches, op-eds, commentaries, etc. (trade media). Ⓔ

33. **News** release (ag media). Ⓔ

PUBLIC RELATIONS

EVENTS

Includes events developed for product promotion, commemorations, openings, centennials, celebrations, etc. Includes planning, execution and evaluation.

Entry Preparation

Submit all materials in a three-ring binder with 1½" spine or smaller. Affix entry form to the back of binder. On not more than two double-spaced typewritten pages, describe the following: 1) planning, research, program objectives and purposes; 2) audience; 3) strategies/communications techniques used to reach objectives; 4) evaluation and feedback (explain tangible methods used to determine the event's success); 5) budget (include all costs, such as cost of personnel to implement program). Include supporting samples: written plans, photographs, videos and other materials that further explain the nature and scope of project. Video and audio accepted via QR code or URL only.

NOTE: Results weigh heavily in Public Relations entries — DON'T LEAVE THEM OUT.

CATEGORIES

34. **Events:** Internal or Customer events.

35. **Events:** Media events.

PUBLIC RELATIONS

PUBLICATIONS

Entry Preparation

On not more than two double-spaced typewritten pages, describe the following: 1) planning, research, program objectives and purposes; 2) audience; 3) strategies/ communications techniques used to develop editorial graphics to support project objectives; 4) evaluation and feedback (describe how you solicited audience feedback and response, and detail methods used to ensure the project met objectives and reader needs); 5) budget (include all costs, such as cost of personnel to implement program). Please submit all materials in a three-ring binder with 1½" spine or smaller. If entering an electronic newsletter or magazine, please submit it via QR CODE or URL and put in an envelope attached to binder with your printed entry forms. Also include a hard copy if entering an electronic newsletter.

NOTE: Results weigh heavily in Public Relations entries — DON'T LEAVE THEM OUT.

CATEGORIES

36. **Company and association newsletters –** External, print or electronic: Newsletters issued on a regular basis, directed primarily at farmers, ranchers, or dealer & distributors. (Submit up to three issues.)

37. **Company and association magazines –** External, print or electronic: Magazines, etc., issued on a regular basis, directed primarily at farm customers, prospects or others serving agribusiness. (Submit up to three issues.)

38. **Company publications –** Internal, print or electronic: House publications, annual reports, etc., to company personnel or shareholders. (Submit up to three issues.)

PUBLIC RELATIONS

AUDIO/VIDEO

Entry Preparation

Submit entries at BestOfNAMA.org.

For all electronic entry submissions, you fill out the entry form ONLINE.

Acceptable file formats for electronic submission:

- **Audio:** MP3
- **Video:** Submit a public URL from YouTube. Make sure there are no security issues to access the video. All fields included in the online entry form must be completely filled out.

Print and include two extra copies of each electronic entry form with the other non-electronic forms you submit. If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff, sherryp@nama.org.

CATEGORIES

39. **Audio/Video:** Broadcast news or taped program. (Do not enter paid advertorials here.) Ⓔ

40. **Audio/Video –** Feature or testimonial. (Do not enter paid advertorials here.) Ⓔ

DIGITAL

Primary audience is farmers, ranchers and growers (unless otherwise specified).

JUDGING CRITERIA FOR ALL DIGITAL ENTRIES

30%

CHALLENGE OR OPPORTUNITY

Is the challenge specifically identified and is it clear how this marketing element addresses the challenge and/or opportunity? How unique, targeted or strategy-specific is this toward addressing the challenge/opportunity?

20%

TARGET AUDIENCE

Is the defined audience thoughtful and specific? Does it seem like the investment is driven to the right audience to get the results from the challenge/opportunity presented? Is it a broad target or a specific target? Is it clear from the entry?

30%

OBJECTIVE OR DESIRED RESPONSE

Was it well thought out and specified what this marketing element was expected to create in response or outcome? How well does this entry illustrate how that would be – and was – measured against that goal? Was it to change the perception or increase sales/participation? Is it clear what they wanted the audience to think or do – and did they?

20%

CRAFTSMANSHIP/ORIGINALITY

Did this entry grab your attention? Did it seem fresh and different, or did you feel like you've seen it before? Ask the same questions when considering what you think the target audience would say. And what about the production quality? Is it well executed? Does it gain attention and impact by how it was executed?

DIGITAL

DIGITAL ADVERTISING, WEBSITES & DIGITAL CONTENT

Entry Preparation

For all electronic entry submissions, you fill out the entry form ONLINE. Submit URL through BestOfNAMA.org. All fields in the upload form must be completely filled out.

Print and include two extra copies of the electronic entry form with the non-electronic entry forms you submit. If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff, sherryp@nama.org.

DIGITAL ADVERTISING CATEGORY

41. **Advertising on the web** directed at farmers, ranchers or growers, and all others serving agriculture. Ⓔ

WEBSITES CATEGORY

42. **Internet website (owned) directed at farmers, ranchers or growers and all others serving agribusiness.** Ⓔ

DIGITAL CONTENT CATEGORIES

43. **Digital Content –** web-based journals or blogs directed at farmers, ranchers or growers and all others serving agribusiness. Ⓔ

44. **Webinars –** Ⓔ

45. **Podcasts –** Ⓔ

46. **Email Marketing** – Singular or series Ⓔ

DIGITAL

SOCIAL MEDIA

Entry Preparation

For social media, please submit URLs, PDFs or other digital assets (i.e., MP3 files) of all relevant materials.

CATEGORIES

47. **Social community building and engagement (social campaign) –** includes use of Facebook, X, Instagram, Pinterest, YouTube or other social platforms. Ⓔ

48. **Short Form Video** (Reels/Shorts/TikTok) Ⓔ

49. **Social Tactic –** a specific activity (i.e., contest, Tweet-up, response-generating activity, etc.) leveraging Facebook, X, Instagram, Pinterest, YouTube or other social platforms. Ⓔ

50. **Influencer Activation –** directed to farmers, growers & ranchers. Engagement of professional influencer efforts to raise awareness, activate a campaign or increase sales-specific activity for a product, brand or greater initiative. Ⓔ

DIGITAL

OTHER DIGITAL TOOLS

Entry Preparation

Submit URL through BestOfNAMA.org. All fields in the upload form must be completely filled out.

Print and include two extra copies of the electronic entry form with the non-electronic entry forms you submit. If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff, sherryp@nama.org.

CATEGORIES

51. **Digital Collateral:** e-books, e-magazines, digital publishing and interactive sales presentations. Ⓔ

52. **Digital Tools:** games, apps, progressive web apps, tools, augmented or virtual reality. Ⓔ

NON-AGRIBUSINESS AUDIENCES

BEST OF SHOW

At the national level, two Best of Show categories have been established in the Non-Agribusiness Audience section. One will be awarded in each of the following categories, at the discretion of the judges: Consumer and Specialty.

CONSUMER

SPECIALTY

These two Best of Show recipients will join the three Best of Show winners from the Agricultural Audience section to compete for the Best of NAMA Grand Champion award, which will be awarded to the single best entry in the Best of NAMA competition.

CONSUMER

All work in consumer categories must represent efforts to reach consumers, or influence consumer perceptions or actions, on behalf of agricultural issues, organizations or initiatives.

JUDGING CRITERIA FOR ALL CONSUMER ENTRIES

30%

CHALLENGE OR OPPORTUNITY

Is the challenge specifically identified and is it clear how this marketing element addresses the challenge and/or opportunity? How unique, targeted or strategy-specific is this toward addressing the challenge/opportunity?

20%

TARGET AUDIENCE

Is the defined audience thoughtful and specific? Does it seem like the investment is driven to the right audience to get the results from the challenge/opportunity presented? Is it a broad target or a specific target? Is it clear from the entry?

30%

OBJECTIVE OR DESIRED RESPONSE

Was it well thought out and specified what this marketing element was expected to create in response or outcome? How well does this entry illustrate how that would be – and was – measured against that goal? Was it to change the perception or increase sales/participation? Is it clear what they wanted the audience to think or do – and did they?

20%

CRAFTSMANSHIP/ORIGINALITY

Did this entry grab your attention? Did it seem fresh and different, or did you feel like you've seen it before? Ask the same questions when considering what you think the target audience would say. And what about the production quality? Is it well executed? Does it gain attention and impact by how it was executed?

CONSUMER

Entry Preparation

Follow entry instructions detailed in **Section 1**.

CATEGORIES

53. **Company- or Producer-Funded Advertising campaign** directed to consumers.

54. **Company- or Producer-Funded Advertising campaign elemen**t (i.e., tactic) directed to consumers. Ⓔ **or physical entry** depending on the item.

55. **Company- or Producer-Funded Public Relations campaign** directed to consumers.

56. **Company- or Producer-Funded Public Relations campaign element** (i.e., tactic) directed to consumers. Ⓔ **or physical entry**, depending on the item.

57. **Website** directed to consumers. Ⓔ

58. **Social Media campaign** directed to consumers. Ⓔ

59. **Influencer Activation** – directed to consumers. Engagement of professional influencer efforts to raise awareness, activate a campaign or increase sales-specific activity for a product, brand or greater initiative. Ⓔ

SPECIALTY

Includes companion animal, equine, turf, ornamental and forestry audiences.
Includes rodeo animals and backyard flocks.

JUDGING CRITERIA FOR ALL SPECIALTY ENTRIES

30%

CHALLENGE OR OPPORTUNITY

Is the challenge specifically identified and is it clear how this marketing element addresses the challenge and/or opportunity? How unique, targeted or strategy-specific is this toward addressing the challenge/opportunity?

20%

TARGET AUDIENCE

Is the defined audience thoughtful and specific? Does it seem like the investment is driven to the right audience to get the results from the challenge/opportunity presented? Is it a broad target or a specific target? Is it clear from the entry?

30%

OBJECTIVE OR DESIRED RESPONSE

Was it well thought out and specified what this marketing element was expected to create in response or outcome? How well does this entry illustrate how that would be – and was – measured against that goal? Was it to change perception or increase sales/participation? Is it clear what they wanted the audience to think or do – and did they?

20%

CRAFTSMANSHIP/ORIGINALITY

Did this entry grab your attention? Did it seem fresh and different, or did you feel like you've seen it before? Ask the same questions when considering what you think the target audience would say. And what about the production quality? Is it well executed? Does it gain attention and impact by how it was executed?

SPECIALTY

Entry Preparation

Follow entry instructions detailed in **Section 1**.

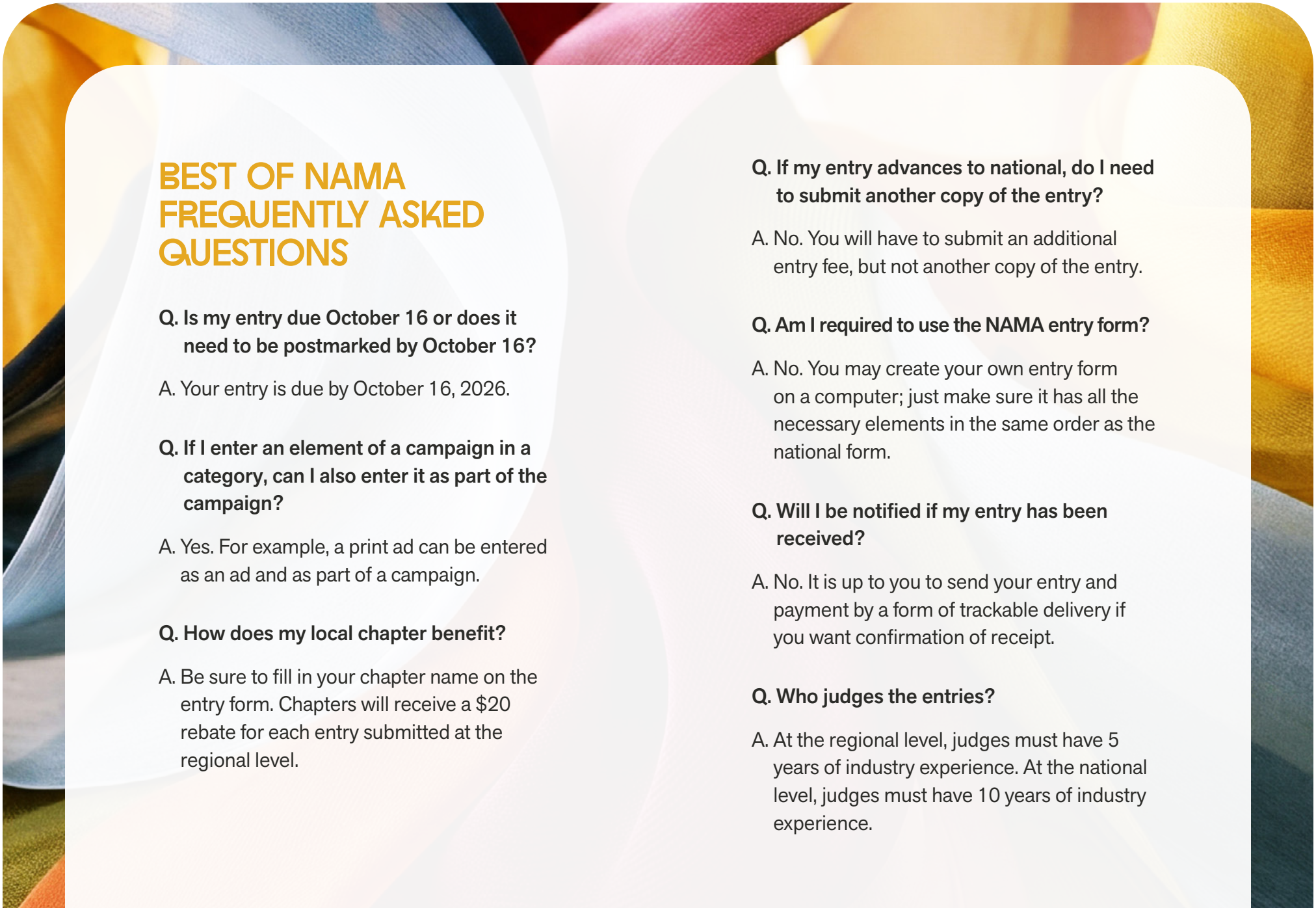
CATEGORIES

60. **Specialty Campaign (Advertising or PR)**

61. **Specialty Social Tactic or Campaign – Ⓔ or Physical Entry** depending on the item.

62. **Specialty Video Presentation – Ⓔ**

63. **Specialty campaign elements – Ⓔ or physical entry** (all disciplines – advertisements, public relations, digital, collateral, direct mail, etc.) – Single element or series, as applicable.



BEST OF NAMA FREQUENTLY ASKED QUESTIONS

Q. Is my entry due October 16 or does it need to be postmarked by October 16?

A. Your entry is due by October 16, 2026.

Q. If I enter an element of a campaign in a category, can I also enter it as part of the campaign?

A. Yes. For example, a print ad can be entered as an ad and as part of a campaign.

Q. How does my local chapter benefit?

A. Be sure to fill in your chapter name on the entry form. Chapters will receive a $20 rebate for each entry submitted at the regional level.

Q. If my entry advances to national, do I need to submit another copy of the entry?

A. No. You will have to submit an additional entry fee, but not another copy of the entry.

Q. Am I required to use the NAMA entry form?

A. No. You may create your own entry form on a computer; just make sure it has all the necessary elements in the same order as the national form.

Q. Will I be notified if my entry has been received?

A. No. It is up to you to send your entry and payment by a form of trackable delivery if you want confirmation of receipt.

Q. Who judges the entries?

A. At the regional level, judges must have 5 years of industry experience. At the national level, judges must have 10 years of industry experience.

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Theme and call for entries courtesy of Ten Acre Marketing.