

# Shine

**BEST OF NAMA 2024**

**CALL  
FOR  
ENTRIES**



# Overview



The **Best of NAMA** awards program honors the best work in agricultural communications. Actually, the best of the best, since companies and agencies must first qualify through a regional competition to advance to the national level.

THE NATIONAL AWARDS CEREMONY WILL TAKE PLACE ON  
**April 24, 2024**

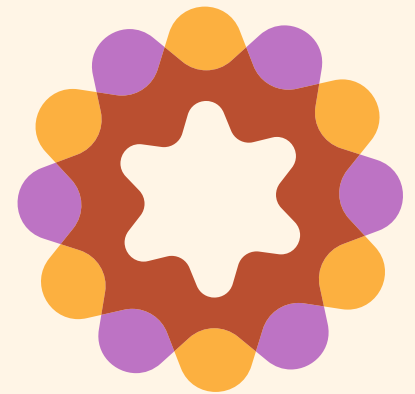
AT THE

**Sheraton Crown Center, Kansas City, MO**

Entries are judged by industry professionals at a regional level. First and merit winners are eligible to advance to the national competition.

**A minimum point standard will be used and enforced at the regional level. Work that is below a certain point standard will not be eligible to advance.**

The NAMA office will notify you by **February 1, 2024**, regarding entries eligible for advancement. An entry fee at both the regional and national level is required. **If your entry advances to the national level, it will not be necessary to create another entry.**



**SUPPORT  
YOUR LOCAL  
NAMA  
CHAPTER**

Local chapters  
receive \$20 per  
regional entry

# Best of Show

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



Agricultural Audiences

**ADVERTISING**



Agricultural Audiences

**PUBLIC RELATIONS**



Agricultural Audiences

**DIGITAL**



Consumer Audiences

**ALL DISCIPLINES**



Specialty Audiences

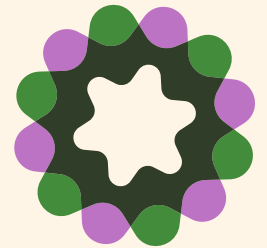
**ALL DISCIPLINES**

## 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 2022 – October 2023 are eligible.
  - If entered in 2022, the **exact same entry** will not be eligible in 2023.
  - 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 agency.
- 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 identifies 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.



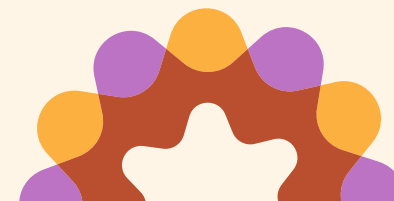
## DEADLINE

SUBMISSION DEADLINE IS **OCTOBER 20, 2023, AT 5:00 PM CST**

ELECTRONIC ENTRY SUBMISSION IS OPEN FROM FRIDAY, SEPTEMBER 1,  
AT 8:00 AM CST TO FRIDAY, OCTOBER 20, AT 5:00 PM 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 Best of NAMA committee are final.*



# Entry Fee

The regional entry fee is \$120 **PER ENTRY for all entries except Producer's Choice**. 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 the credit card authorization form found on the website. You will receive a receipt after your credit card is charged. If your entry qualifies to advance to the national competition, you will be contacted. At that time, a \$150 fee **PER ENTRY** will be required.

## SUBMISSION RULES

**NOTE:** Categories marked with an **E** should be entered electronically. Please see instructions under *Electronic Entry Submissions*. 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 all 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 the entry preparation requirements noted with each section closely. 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](mailto:sherryp@nama.org).

### PHYSICAL ENTRIES SHOULD BE SUBMITTED TO

## THE NATIONAL AGRI-MARKETING ASSOCIATION

Please note our address:

**8700 STATE LINE ROAD, SUITE 105 | LEAWOOD, KS 66206**

# Submission Rules (cont.)

## ELECTRONIC ENTRY SUBMISSION

Categories marked with an **E** should be submitted electronically to [BestofNAMA.org](https://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.**

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.

For all electronic entry submissions, fill out the entry form online.

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



## SECTION 1

# 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?

### 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 a perception or increase sales/participation? Is it clear what they wanted the audience to think or do – and did they?

### 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 or specific target? Is it clear from the entry?

### 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?

## 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 or binder clip.
- For campaigns with broadcast elements, provide a QR code attached to the folder **OR** list a URL 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.***



# Advertising (cont.)

## CATEGORIES:

- 1. Integrated Campaign – Local:** Exposure in no more than 5 states and total budget less than \$200,000.
- 2. Integrated Campaign – Regional:** Exposure in 6 to 12 states and total budget from \$200,000 to \$1,000,000.
- 3. Integrated Campaign – National:** Exposure in 13 or more states and total budget of more than \$1,000,000. Note: If entry does not meet criteria for a particular class, the entry must be submitted in the appropriate class based on the largest element of the campaign. (Example: Campaign in 6 states with a budget of \$175,000 is entered in category 2.)
- 4. New-Product Introduction:** May contain all forms of communication used, including publicity, public relations, direct mail, advertising, etc. No budget restrictions.

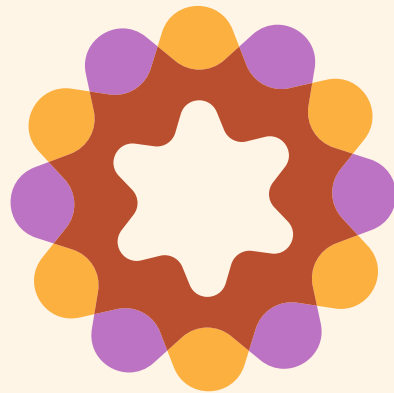
## PRINT:

### 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 or binder clip.

### PRINT CATEGORIES:

- 5. Spreads:** B & W or color, any size, single or series.
- 6. Single-Page or Less Than Single-Page Ads:** B & W or color, single entry.
- 7. Single-Page Ads:** Or less than single-page ads, B & W or color, series (min. 2, max. 5).
- 8. Trade Ads:** B & W or color, single or series – Directed at livestock veterinarians, farm managers, bankers, dealers, distributors or others serving agribusiness.
- 9. Unique Print Advertising:** (Includes preprinted inserts, three or more page units, belly bands, wraps, bags, etc.), any color, any size.
- 10. Advertorials:** B & W or color, single or series.



# Advertising (cont.)

## 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, **sherry@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.
- Series must be entered as a single file.
- Submit each entry separately.

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

### CATEGORIES:

- 11. Radio:** Single commercial (any length). **E**
- 12. Radio:** Series (min. 2, max. 5, any length). **E**
- 13. Television:** Single or series commercial (any length). **E**

## ELECTRONIC MEDIA

### ENTRY PREPARATION:

- Upload files to **BestofNAMA.org**.
- Acceptable file formats for electronic submission:
  - **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.
- All fields included in the online entry form must be completely filled out.
- For all electronic entry submissions, fill out the entry form online.
- Series must be entered as 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, **sherry@nama.org**.

### CATEGORIES:

- 14. Audiovisual Presentations:** Directed at farmers, ranchers and growers. **E**
- 15. Audiovisual Presentations:** Directed **E** at dealers, distributors, sales reps or others serving agribusiness.

# Advertising (cont.)

## 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 the two extra copies of the entry form via paper or binder clip.
- For campaigns with broadcast elements, provide a QR code **OR** URL attached to the folder
- For oversized items, submit an 8" x 10" color photo. Oversized items are considered anything excessively bulky or larger than 12" x 15".

### CATEGORIES:

**16. Direct Mail:** Directed at farmers, growers and ranchers – Flat.

**17. Direct Mail:** Directed at farmers, growers and ranchers – Three-dimensional.

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

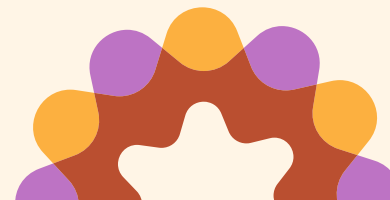
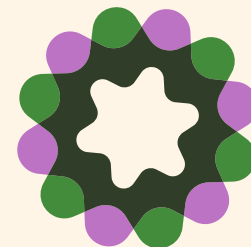
## OUTDOOR

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

### CATEGORY:

**19. Billboards or Other Outdoor Ads:** (Submit as a photo). **E**



# Advertising (cont.)

## 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 or binder clip.
- For Category 24 – Exhibits: Virtual – please upload a video to **BestofNAMA.org**.

### CATEGORIES:

- 20. Customer Brochures, Catalogs:** Farmer-directed (1 or more elements).
- 21. Brochures, Catalogs, etc.:** Directed at dealers, distributors or sales reps and all others serving agribusiness (1 or more elements).
- 22. Point-of-Purchase Materials:** Posters, banners, POS displays, mobiles and packaging.

**23. Exhibits:** Trade and farm show exhibits, booths, etc. Live.

**24. Exhibits:** Virtual. **E**

**25. Premiums/Specialties:** Directed at farmers, growers and ranchers and all others serving agribusiness. Submit single entries and series in the same category.

**26. Corporate Identity:** Stationery package, business cards, logo design, branding.



# Advertising to Agribusiness

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

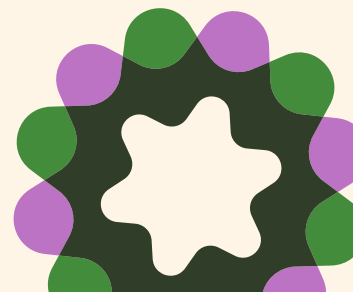
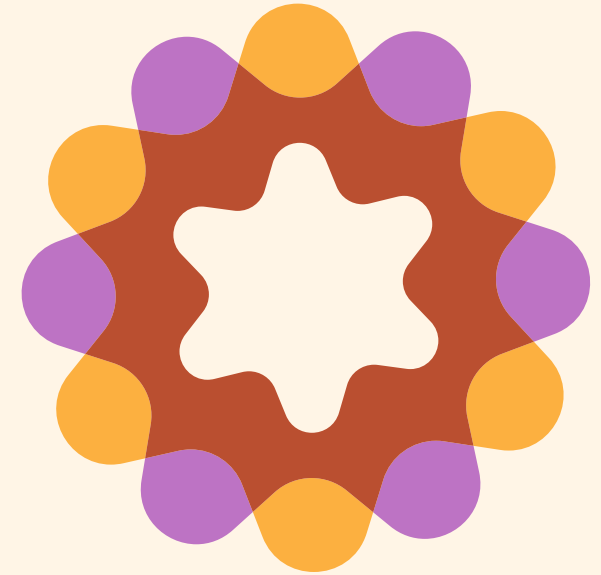
## ENTRY PREPARATION:

- 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 include a QR code **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 anything excessively bulky or larger than 12" x 15".

## CATEGORY:

### 27. Advertising to Agribusiness – All Elements:

Advertisements, direct mail, media kits, etc.



# Public Relations

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

## JUDGING CRITERIA FOR ALL PUBLIC RELATIONS ENTRIES 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?

### 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.

### 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.

## CAMPAIGNS

### ENTRY PREPARATION:

- Submit all materials in a three-ring binder with a 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:

**28. Overall Public Relations Program:** Supporting product, service or corporate image – Directed at farmers, ranchers, growers, stakeholders or employees and all others serving agribusiness.

**29. Media Relations:** Including media kits and media relations activities.

# Public Relations (cont.)

## JUDGING CRITERIA FOR ALL WRITING ENTRIES

### 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% 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?

### 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?

### 10% RESULTS

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

## 30. Public Affairs/Issues Management Program:

Supporting public affairs.

**31. Brand Citizenship:** Directed at farmers, ranchers, growers, stakeholders or employees and all others serving agribusiness.

**32. 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.

## WRITING

### ENTRY PREPARATION:

- 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. For electronic entries fill out the entry form online.
- If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff, **sherry@nama.org**.

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

### CATEGORIES:

**33. News, Feature Article or Persuasive Writing:** Include speeches, op-eds, commentaries, etc. (trade media). **E**

**34. News Release:** (ag media). **E**



# Public Relations (cont.)

## 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 a 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**.
- For Category 38 – Events: Virtual – please upload a video to **BestofNAMA.org**.

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

### CATEGORIES:

**35. Events:** Customer events.

**36. Events:** Media events.

**37. Events:** Internal events.

### ENTRY PREPARATION:

- Submit entries at **BestofNAMA.org**.
- Acceptable file formats for electronic submission:
  - **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, **sherry@nama.org**.

### CATEGORY:

**38. Events:** Virtual. **E**



# Public Relations (cont.)

## PUBLICATIONS

### ENTRY PREPARATION:

- On no 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 a 1½" spine or smaller.
- If entering an electronic newsletter or magazine, please submit via QR code or URL 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:

**39. 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.)

**40. 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.)

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

## AUDIO/VIDEO

### ENTRY PREPARATION:

- Submit entries at **BestofNAMA.org**.
- 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, **sherry@nama.org**.

### CATEGORIES:

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

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

# 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?

### 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 a perception or increase sales/participation? Is it clear what they wanted the audience to think or do – and did they?

### 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 or specific target? Is it clear from the entry?

### 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?

## ENTRY PREPARATION FOR DIGITAL ADVERTISING, WEBSITES AND DIGITAL CONTENT:

- Submit URL through [BestofNAMA.org](https://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, [sherry@nama.org](mailto:sherry@nama.org).

## DIGITAL ADVERTISING

### CATEGORY:

**44. Advertising on the Web:** Directed at farmers, ranchers or growers and all others serving agriculture. **E**

## WEBSITES

### CATEGORY:

**45. Internet Website:** Directed at farmers, ranchers or growers and all others serving agribusiness. **E**

# Digital (cont.)

## DIGITAL CONTENT

### CATEGORIES:

- 46. Digital Content:** Web-based journals or blogs directed at farmers, ranchers or growers and all others serving agribusiness. **E**
- 47. Webinars & Podcasts:** **E**
- 48. Email Marketing:** Singular or series. **E**

## SOCIAL MEDIA

### ENTRY PREPARATION:

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

### CATEGORIES:

- 49. Social Community Building and Engagement (Social Campaign):** Includes use of Facebook, Twitter, Instagram, Pinterest, YouTube or other social platforms. **E**
- 50. Social Tactic:** A specific activity (i.e., contest, Tweet-up, response-generating activity, etc.) leveraging Facebook, Twitter, Instagram, Pinterest, YouTube or other social platforms. **E**

## MOBILE AND APPS

### ENTRY PREPARATION:

- For mobile and apps, please tell us the name of the app and format (i.e., Apple or Android) so we may download it (i.e., iTunes or Google Play).
- Please do not submit apps with security restraints.

### CATEGORY:

- 51. Smartphone Apps:** Native apps, web apps, mobile optimized websites and games designed for smartphones (Apple, Android and other platforms). **E**

## 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, **sherry@nama.org**.

### CATEGORY:

- 52. Other Digital Tools:** Include videos, games, e-books, e-magazines, digital publishing and interactive sales presentations. **E**

# 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**
- **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?

### 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 a perception or increase sales/participation? Is it clear what they wanted the audience to think or do – and did they?

### 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 or specific target? Is it clear from the entry?

### 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?

## 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 Element:** (i.e., tactic) directed to consumers.

### 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 **E** or physical entry, depending on the item.

### 57. Website:

Directed to consumers. **E**

### 58. Social Media campaign:

Directed to consumers. **E**

### 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 rodeo animal, backyard flock, companion animal, equine, turf, ornamental and forestry audiences.

## 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?

### 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 a perception or increase sales/participation? Is it clear what they wanted the audience to think or do – and did they?

### 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 or specific target? Is it clear from the entry?

### 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?

## ENTRY PREPARATION:

· Follow entry instructions detailed in Section 1.

## CATEGORIES:

### 60. Specialty Advertising Campaign

### 61. Specialty Public Relations Campaign

### 62. Specialty Campaign Elements:

(all disciplines – advertisements, public relations, digital, collateral, direct mail, etc.)

– Single element or series, as applicable.



## SECTION 3

# Producer's Choice

**This category will be judged online by producers.** The winner will be announced at the Agri-Marketing Conference in Kansas City on April 24, 2024.

**The fee for this category is \$150.** The deadline is the same as the other entries, and you can include payment for these entries along with your other entries. The Producer's Choice entry form is available online.

Award judging and tabulation courtesy of Readex Research. List provided by Farm Progress.

**NOTE:** *This category is not eligible for Best of Show.*

## SINGLE-PAGE AD

### ENTRY PREPARATION:

- Submit entries and fill out entry form at **BestofNAMA.org**.
- All fields included in the upload form must be completely filled out.

### CATEGORY:

**63. Single-Page Ad:** Directed at farmers, growers and ranchers. **E**





# Frequently Asked Questions

**Q. IS MY ENTRY DUE OCTOBER 20, OR DOES IT NEED TO BE POSTMARKED BY OCTOBER 20?**

**A.** Your entry is due by October 20, 2023.

**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 LEVEL, 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 NAMA 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.

**Q. WILL THE PRODUCER'S CHOICE AWARDS BE AWARDED AT THE REGIONAL LEVEL AS WELL AS THE NATIONAL LEVEL?**

**A.** No. This award will be presented only at the national ceremony.



2024 Theme and Call for Entries  
Designed by Filament



# Shine



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AGRI-MARKETING  
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