

National Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	UPL	Woodruff	Zolera FX Campaign
2 Multimedia Campaigns-Regional	BASF	VMLY&R	FiberMax "As Tough As You Are" Campaign
3 Multimedia Campaigns-National	Boehringer Ingelheim Animal Health USA, Inc.	broadhead.	360° Coverage
4 New Product Introduction	John Deere - Production & Precision Ag	Signal Theory	John Deere - Production & Precision Ag, "Gain Ground" Product Launches
5 Spreads, single or series	Beck's Hybrid	In House	Beck's Butt-Dieal Series
6 Single-page Ads, single	UPL	Woodruff	Fumigants Print Ad
7 Single-page Ads, single entry, series	United Soybean Board	OBP Agency	(YOU) Campaign Single Page Ad
8 Trade Ads, single or series	Idaho Potato Commission	Evans Hardy + Young	Famous for a Reason
9 Unique Print Advertising	AGCO	Colle McVoy	Fendt Rogator 900 Series Print Advertising
10 Advertorials	CHS Inc.	Colle McVoy	Own Every Day: Advertorials
11 Radio - Single	Sound Agriculture	Padilla	Wake Up Call
12 Radio - Series	Wyffels Hybrids	O&H Brand Design	Wyffels Fall Radio Series
13 Television - Single or Series	Wyffels Hybrids	O&H Brand Design	Family Gathering
14 Audiovisual Presentations directed to farmers, growers and ranchers	Beck's Hybrids	In House	Beck's Butt-Dial Series
15 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Syngenta	Brighton Agency	Syngenta Seed to Seed Video
16 Direct Mail-directed to farmers, growers and ranchers - flat	Corteva Agriscience	In House	See the Unseen - LandVisor Lenticular Mailer
17 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Wyffels Hybrids	O&H Brand Design	"Foot In The Door" Prospect Mailer
18 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	AXON	CFI Solutions	AXON Brand Intro Campaign
19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merck Animal Health	AdFarm	Merck Animal Health Innovax Direct Mail Campaign
20 Billboards or other outdoor ads	Pacific Gas and Electric	Padilla	Your Orchard Trees Need Social Distance
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	Corteva Agriscience	In House	Range & Pasture Weed ID Guide
22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	New Holland	Maclay & Shoemaker Graphics, Ltd.	Dealer Prospecting Brochure
23 Point-of-purchase materials	Syngenta - NK Seeds	Brighton Agency	Corn Amplification Point-of-Sale
24 Exhibits -Live	Zoetis and Performance Livestock Analytics	Bader Rutter	2021 NCBA Exhibit
25 Exhibits - Virtual	Bayer Crop Science	OBP Agency	Bayer Crop Science - Commodity Classic 2021
26 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Case IH	Bader Rutter	Case IH: Can-Do Can
27 Corporate Identity	Curious Plot	In House	The Curious Story of the Curious Plot Brand Launch
28 Advertising to agribusiness	Filament	In House	G.O.A.T. Games At The 2021 Agri-Marketing Conference

Agricultural Audiences - Public Relations

29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	AGCO	Colle McVoy	Fendt PR Program and Luke Bryan Partnership
30 Media Relations	BASF	VMLY&R	A Game Changing PR product launch for Teraxxa
31 Public Affairs/Issues Management program	Cargill	Padilla	Communicating the Complexities of Methane Mitigation in Ruminant Livestock
32 Brand Citizenship	CHS Inc.	Colle McVoy	Sharing Hometown Pride
33 News, Feature Article or persuasive writing - Trade Media	Canadian Roundtable for Sustainable Beef	Kahntact Marketing	Cooking By Degrees

Category Name	Company	Agency	Entry Title
34 News Release-Ag Media	Pioneer	Bader Rutter	43% of Growers Have Medium to High Corn Nematode Pressure in Their Fields Poll Shows
35 Events - Customer	RFD-TV	8 Point Promotions LLC DBA Certified Agriculture Dealerships	AgRally: A New National / Local Farm Show Event
36 Events - Media	John Deere	Mod Op	John Deere March Media Event
37 Events - Internal	Pivot Bio	AKC Marketing	Pivot Bio Virtual 2022 Sales Launch Virtual Event https://www.youtube.com/watch?v=rDVIm pud-Ug
38 Events - Virtual	Pivot Bio	AKC Marketing	Pivot Bio Virtual 2022 Sales Launch Virtual Event https://www.youtube.com/watch?v=rDVIm pud-Ug
39 Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	Purina Animal Nutrition	Filament	CheckPoint® Newsletter
40 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	GreenStone Farm Credit Services	In House	2021 Partners Magazine
41 Company Publications - Internal	Corteva Agriscience - Brevant® Seeds	In House	THE BEAT Magazine
42 Company Publications - Annual Reports	National Chicken Council	Ketchum	2020 U.S. Broiler Chicken Industry Sustainability Report
43 Audio/Video Broadcast News	Pivot Bio	AKC Marketing	Pivot Bio Sales Kickoff 2022
44 Audio/Video Feature or Testimonial	Zoetis	Bader Rutter	Zoetis Born of the Bond customer stories

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Corteva Agriscience	Bader Rutter	Instinct NXTGEN® nitrogen stabilizer: Video ads
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Zoetis	Bader Rutter	Zoetis Born of the Bond website
47 Blogs	Granular	broadhead.	The Granular Blog Arms Farmers With Insightful Ways To Use Data
48 Social Community Building and Engagement - Social Campaign	AGCO	Exponent PR	Fendt Rise Before Sunrise Social
49 Social tactic - a specific activity	Purina Animal Nutrition	Filament	Influencers
50 Smartphone Apps	RCIS	Paulsen	RCIS Brand Traction Platform
51 Other non-Smartphone Digital Media	SIMPAS	Archer Malmo	SIMPAS - Applied Solutions Ipad Web Apps
52 Digital Marketing Tools	FMC	Curious Plot	Xyway Brand Fungicides Virtual Plot Tours

Consumer Audiences

53	Company or Producer-Funded Advertising campaign directed to consumers	Wyffels Hybrids	O&H Brand Design	Wyffels Wednesday
54	Company or Producer-Funded Advertising campaign element directed to consumers	Dairy West	Think Shift	Legend Dairy Food Truck Event
55	Company or Producer-Funded PR campaign directed to consumers	Mushroom Council	Curious Plot	Food Network Blended Burger Contest
56	Company or Producer-Funded PR campaign element directed to consumers	American Dairy Association North East	Shift•ology Communication/Virtual Farm Trips	American Dairy Association Northeast Live Virtual Farm Tours
57	Website directed to consumers	Timberlyne Group	Paulsen	Timberlyne Group Brand Website
58	Social Media campaign directed to consumers	Kansas Wheat Commission	Middle	National Festival of Breads

Specialty Audiences

59	Specialty advertising campaign	Cat Healthy & Royal Canin	WS	Cat Healthy & Royal Canin - That's Cat for "Feline Fairytails" Activation
60	Specialty PR campaign	Boehringer Ingelheim	VMLY&R	A Tranquil Trot: Music in Moments of Stress
61	Specialty campaign elements - single or series	Purina Animal Nutrition	Filament	Gastric Care Animated Video
62	Producer's Choice - Single-page Ad - directed to farmers, growers and ranchers	Unverferth Manufacturing, Inc.	Trilix	Brent® Grain Handling - Avalanche Ad

Best of Show

Agricultural Audiences - Advertising

Multimedia Campaigns-Regional

BASF

VMLY&R

FiberMax "As Tough As You Are" Campaign

Agricultural Audiences - Public Relations

Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness

AGCO

Colle McVoy

Fendt PR Program and Luke Bryan Partnership

Agricultural Audiences - Digital

Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness

Zoetis

Bader Rutter

Zoetis Born of the Bond website

Consumer Audiences

Company or Producer-Funded Advertising campaign directed to consumers

Wyffels Hybrids

O&H Brand Design

Wyffels Wednesday

Specialty Audiences

Specialty advertising campaign

Cat Healthy & Royal Canin

WS

Cat Healthy & Royal Canin - That's Cat for "Feline Fairytails" Activation

Grand Champion

Company or Producer-Funded Advertising campaign directed to

consumers

Wyffels Hybrids

O&H Brand Design

Wyffels Wednesday