

National Best of NAMA Winners

Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
1	Integrated Campaign - Local	First	South Dakota Corn	Paulsen	SD Corn: It All Starts With A Seed Campaign
1	Integrated Campaign - Local	Merit	ADAMA Agricultural Solutions Canada Ltd	Think Shift	Canola And Pulse Portfolio Campaign
2	Integrated Campaign - Regional	First	Wyffels Hybrids	O&H Brand Design	Wyffels Brand Advertising Campaign
2	Integrated Campaign - Regional	Merit	American AgCredit	Meyocks	American AgCredit 2022 Brand Refresh
3	Integrated Campaign - National	First	John Deere	In House	John Deere "For The Farmers" National Campaign
3	Integrated Campaign - National	Merit	Dairy Management Inc.	Paulsen	DMI Making Every Drop Count Campaign
4	New Product Introduction	First	Verdesian	Rooster	SEED + Graphite Pre-Plant Challenge
4	New Product Introduction	Merit	WinField United	Curious Plot	UltraLock Adjuvant Product Launch Campaign
5	Spreads, single or series	First	Pivot Bio	AKC Marketing	It's ON: The Nitrogen You Need! Now On-Seed!
5	Spreads, single or series	Merit	BASF	VMLY&R	Corn-Pro Campaign Mime Print
6	Single-page Ads, single	First	Cargill Ltd.	Think Shift	Ahead Of The Curve Print Ad
6	Single-page Ads, single	Merit	Iowa Beef Industry Council	Paulsen	Iowans Prefer Beef Print Ad
7	Single-page Ads, series	First	Lallemand Animal Nutrition	DMH	MAGNIVA Platinum Single-Page Ads
7	Single-page Ads, series	Merit	Seed Consultants	Meyocks	We Know Where You Grow
8	Trade Ads, single or series	First	Kemin Animal Nutrition & Health - North America	Lessing-Flynn	CLOSTAT- Target Pathogens With Probiotic Precision
8	Trade Ads, single or series	Merit	Prairie Malt	Paulsen	Prairie Pils Print Ad
9	Unique Print Advertising	First	John Deere - Production & Precision Ag	Signal Theory	"Tech Triple Cover" Print
9	Unique Print Advertising	Merit	South Dakota Corn	Paulsen	SD Corn Gatefold
10	Advertorials	First	Illinois Soybean Association	CLUTCH	The Checkoff That Pays Off Advertorial Series
10	Advertorials	Merit	FMC	Curious Plot	2022: A Tipping Point for Weed Control in Soybeans
11	Radio - Single	First	Bayer Crop Protection	BBDO Atlanta	TriVolt Herbicide For Corn Launch Radio Spot
11	Radio - Single	Merit	Wyffels Hybrids	O&H Brand Design	Drum Roll
12	Radio - Series	First	Wyffels Hybrids	O&H Brand Design	Plant Your Independence
12	Radio - Series	Merit	Montana Department of Agriculture	Northern Ag Network	Beyond The Weather
13	Television - Single or Series	First	Bayer Crop Protection	BBDO Atlanta	TriVolt Herbicide For Corn "See For Yourself" Launch TV Spot
13	Television - Single or Series	Merit	BASF	VMLY&R	Stoneville 100 Years "Cotton-Doodle-Do"
14	Audiovisual Presentations directed at farmers, ranchers and growers	First	John Deere	Motion Adrenaline	See & Spray Ultimate - Product Launch Video
14	Audiovisual Presentations directed at farmers, ranchers and growers	Merit	Pivot Bio	AKC Marketing	The Farmers' Table
15	Audiovisual Presentations directed at dealers, distributors, sales reps or others serving agribusiness	First	Precision Planting	In House	Radicle Agronomics (Launch Video)
15	Audiovisual Presentations directed at dealers, distributors, sales reps or others serving agribusiness	Merit	Climate LLC	Coolfire Studios	A Farmer's Journey S1 I Sales Video For Perdue
16	Direct Mail-directed at farmers, growers and ranchers - flat	First	Corteva Agriscience	In House	LandVisor - Eye Opener
16	Direct Mail-directed at farmers, growers and ranchers - flat	Merit	HELM Agro	Filament	Reviton Better Burndown Accordion Direct Mail
17	Direct Mail-directed at farmers, growers and ranchers - three dimensional	First	Boehringer Ingelheim Animal Health USA Inc	broadhead.	BRD Battle Plan Launch Kit
17	Direct Mail-directed at farmers, growers and ranchers - three dimensional	Merit	Precision Planting	In House	Emergence Flagging Kit Direct Mailer
18	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	First	AXON	CFI Solutions	AXON Dealer Prospect Direct Mail
18	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Cumberland	Rooster	Cumberland Integrator Direct Marketing Campaign
19	Billboards or other outdoor ads	First	BASF	VMLY&R	Versys Optical Illusion
19	Billboards or other outdoor ads	Merit	Indigo Ag	In House	Indigo CO2 Sphere
20	Customer Brochures, Catalogs-farmer directed	First	WinField United	Curious Plot	Field Performance Product Directory
20	Customer Brochures, Catalogs-farmer directed	Merit	Precision Planting	In House	Precision Planting Full Brochure
21	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	First	AXON	CFI Solutions	AXON Tire Resource Desk Pad
21	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	Merit	ADAMA Agricultural Solutions Canada Ltd	Think Shift	ADAMA Product Guide
22	Point-of-purchase materials	First	BASF	VMLY&R	Teraxxa F4 Game Over Video Game
22	Point-of-purchase materials	Merit	Prairie Malt	Paulsen	Prairie Malt Salzgitter Pilsner Bag
23	Exhibits -Live	First	Bayer Crop Protection	BBDO Atlanta	Bayer Almond Conference 2021- The Art of the Almond
23	Exhibits -Live	Merit	Envu	HLK Agency	GCSAA "The Edge Clubhouse" Booth
24	Exhibits - Virtual	First	Zoetis	Bader Rutter	Zoetis IPPE Exhibit Booth
25	Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	First	Zoetis	Bader Rutter	C is for Care Storybook
25	Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	Merit	Bayer	HLK Agency	Smart Corn System Coloring Book
26	Corporate Identity	First	Wyffels Hybrids	O&H Brand Design	"Plant Your Independence" Logo
26	Corporate Identity	Merit	Cobalt Cattle Company LLC	Bader Rutter	Cobalt Cattle Rebrand

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27	Advertising to Agribusiness	First	Filament	In House	G.O.A.T. Games At The 2022 Agri-Marketing Conference

27	Advertising to Agribusiness	Merit	Hoard's Dairyman	Filament	Practice What You Print Campaign
28	Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	First	Stine Seed Company	Trilix	The 2022 Stine Women in Ag Campaign
28	Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	Merit	Elanco Animal Health	C.O.nxt	Elanco Animal Health: Science & Solutions

Agricultural Audiences - Public Relations

	Category Name	Place	Company	Agency	Entry Title
29	Media Relations	First	AGCO	Colle McVoy	Fendt PR Program and Luke Bryan Partnership
29	Media Relations	Merit	New Holland Agriculture	Curious Plot	Fueling the Future
30	Public Affairs/Issues Management Program	First	United Dairy Industry of Michigan	Filament	MSU Veterinary Student Workshop
30	Public Affairs/Issues Management Program	Merit	John Deere	Mod Op	John Deere National Ag Day Celebration
31	Brand Citizenship	First	Stine Seed Company	Trilix	The 2022 Stine Women in Ag Campaign
31	Brand Citizenship	Merit	Cenex	Colle McVoy	Cenex Hometown Pride
32	Unique Sponsorship Campaign	First	Deerfield Ag Services	Shift•ology Communication	Deerfield Ag Series Fair Funding Starter Scholarship
32	Unique Sponsorship Campaign	Merit	The SCN Coalition	MorganMyers	SCN Root Check Sponsored by Valent USA
33	News, Feature Article or Persuasive writing - Trade Media	First	United Soybean Board	Osborn Barr Paramore	USB Sustainability Op-Ed Campaign
33	News, Feature Article or Persuasive writing - Trade Media	Merit	Think Shift	In House	The Evolution Of Agrimarketing
34	News Release-Ag Media	First	John Deere	Mod Op	GUSS Now Offered At John Deere Dealerships
34	News Release-Ag Media	Merit	Purina Animal Nutrition	Filament	Feedlot Management Tip
35	Events - Customer	First	John Deere	In House	John Deere "For The Farmers" Cornfield Corn Hole
35	Events - Customer	Merit	Illinois Soybean Association	MorganMyers	Unleashing The Power Of Soy Protein - Consumer And Customer Mobile Activation Tour
36	Events - Media	First	John Deere	Mod Op	John Deere CES 2022 Media Event
36	Events - Media	Merit	Landus Cooperative	Lessing-Flynn	The Clean Water Collaboration that Flooded the News Cycle
37	Events - Internal	First	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	The Future of Soybeans Retreat
37	Events - Internal	Merit	Helena Agri-Enterprises, LLC	In House	The 2022 Evolve Field Day
38	Events - Virtual	First	Lely North America	AKC Marketing	Lely Vector Owner Virtual Roundtable
38	Events - Virtual	Merit	Roquette	Think Shift	Plant For The Future
39	Company and Association Newsletters - External	First	Corteva Agriscience	Bader Rutter	Range & Pasture Steward
39	Company and Association Newsletters - External	Merit	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	Minneline
40	Company and Association Magazines - External	First	GEA	Filament	Dairy Illustrated
40	Company and Association Magazines - External	Merit	Minnesota Soybean Growers Association	Ag Management Solutions	Soybean Business Magazine
41	Company Publications - Internal	First	Missouri Corn Growers Association/Missouri Corn Merchandising Council	Insight Marketing Design	Stand Up For Corn
41	Company Publications - Internal	Merit	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	Minnesota Soybean Annual Report
42	Audio/Video Broadcast News	First	Pivot Bio	AKC Marketing	Pivot Bio Originals
42	Audio/Video Broadcast News	Merit	Corteva Agriscience	NCBA's Cattlemen to Cattlemen	Value Of Pasture And Forage Management
43	Audio/Video Feature or Testimonial	First	Corteva Agriscience	Bader Rutter	2021-22 "Yielding the Proof" video series from PhytoGen® Cottonseed
43	Audio/Video Feature or Testimonial	Merit	National Cattlemen's Beef Association	NCBA's Cattlemen To Cattlemen	Beef. It's What's For Dinner. Helps Wave The Green Flag On New NASCAR Season

Agricultural Audiences - Digital

	Category Name	Place	Company	Agency	Entry Title
44	Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	First	Cargill	Turnpike	Cool From The Inside Out - Promote I.C.E. PLUS
44	Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	Merit	Nutrien Ag Solutions	Think Shift	Common Thread Video
45	Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	First	Cobalt Cattle Company LLC	Bader Rutter	Cobalt Cattle Website
45	Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	Merit	Assured Edge Solutions (AES)	29 Design Studio	Assured Edge Solutions Website
46	Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	First	Corteva Agriscience	Bader Rutter	The More You Grow Blog
46	Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	Merit	Arm & Hammer Animal and Food Production	C.O.nxt	The Dish - Preparing For Guidance For Industry #263
47	Webinars & Podcasts	First	U.S. Highbush Blueberry Council	Padilla	USHBC "The Business of Blueberries" Podcast
47	Webinars & Podcasts	Merit	Syngenta Seeds	G&S Business Communications	We're All Ears - A Golden Harvest Podcast
48	Email Marketing	First	Bayer	HLK Agency	The Watch Campaign
48	Email Marketing	Merit	Syngenta	G&S Business Communications	Operation First Contact Retailer Engagement
49	Social Community Building and Engagement	First	Lely North America	AKC Marketing	2022 June Dairy Month Social Campaign
49	Social Community Building and Engagement	Merit	John Deere	Foundry 360	Everyone Loves Harvest - Social Campaign

Agricultural Audiences - Digital

	Category Name	Place	Company	Agency	Entry Title
50	Social tactic	First	Purina Animal Nutrition	Filament	Flock Feed Chat Bot
50	Social tactic	Merit	Corteva Agriscience	Bader Rutter	R&P Brand Influencer
51	Smartphone Apps	First	Horizon Ag	Brighton Agency	Proven To Perform Horizon Ag Seed Decision App
51	Smartphone Apps	Merit	South Dakota Beef Industry Council / Beef Logic	Paulsen	South Dakota Beef: Build Your Base Brand Traction Website
52	Other Digital Tools	First	John Deere	Custom Solutions	Gain Ground Video Games
52	Other Digital Tools	Merit	Bayer Crop Protection	BBDO Atlanta	Bayer Plus Personalized Recap Videos

Consumer Audiences

	Category Name	Place	Company	Agency	Entry Title
53	Company or Producer-Funded Advertising campaign directed to consumers	First	Illinois Farm Families	C.O.nxt	Bringing The Farm To Families At Taste Of Randolph
53	Company or Producer-Funded Advertising campaign directed to consumers	Merit	Illinois Corn Marketing Board	MorganMyers	When In Doubt, Call Your Dad Unleaded 88 Consumer Campaign
54	Company or Producer-Funded Advertising Campaign Element directed to consumers	First	Illinois Corn Marketing Board	MorganMyers	When In Doubt, Call Your Dad Video
54	Company or Producer-Funded Advertising Campaign Element directed to consumers	Merit	Cenex	Colle McVoy	Powered Locally
55	Company or Producer-Funded PR Campaign directed to consumers	First	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	Stepping Up: From Farm to Frontline
55	Company or Producer-Funded PR Campaign directed to consumers	Merit	US Highbush Blueberry Council	Padilla	USHBC Blueberry Month
56	Company or Producer-Funded PR Campaign Element directed to consumers	First	Idaho Potato Commission	EvansHardy + Young	Frites By Idaho
56	Company or Producer-Funded PR Campaign Element directed to consumers	Merit	Cotton Incorporated	Curious Plot	Trust Chef Video Series
57	Website directed to consumers	First	Wisconsin Corn Promotion Board	MorganMyers	Wisconsin Corn Growers Clean-Water Website
57	Website directed to consumers	Merit	MacFarlane Pheasants	Filament	Pheasant for Dinner Website
58	Social Media campaign directed to consumers	First	Dairy Management Inc.	Mischief	Reset Yourself With Dairy
58	Social Media campaign directed to consumers	Merit	North American Meat Institute (NAMI)	Signal Theory	The Protein Pact Social Media Campaign
59	Influencer Activation directed to consumers	First	Purina Animal Nutrition	Filament	Purina Flock Influencers
59	Influencer Activation directed to consumers	Merit	Purina Animal Nutrition	Filament	Hen Up Influencers

Specialty Audiences

	Category Name	Place	Company	Agency	Entry Title
60	Specialty Advertising Campaign	First	Veterinary Hope Foundation	Bader Rutter	Hope Is Everywhere
60	Specialty Advertising Campaign	Merit	Diamond Pet Foods	Woodruff	Diamond Pet Foods: Puppy Love Email Series
61	Specialty PR Campaign	First	Purina Animal Nutrition	Filament	2022 Operation Fresh Egg
61	Specialty PR Campaign	Merit	Purina Animal Nutrition	Filament	2021 Flock-Tober
62	Specialty Campaign Elements	First	Veterinary Hope Foundation	Bader Rutter	Veterinary Hope Foundation PSA Videos
62	Specialty Campaign Elements	Merit	Envu	HLK Agency	"One Step Ahead" Tarot Cards & Guidebook

Best of Show

Agricultural Audiences - Advertising

Integrated Campaign - National
John Deere
In House
John Deere "For The Farmers" National Campaign

Agricultural Audiences - Digital

Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness
Cobalt Cattle Company LLC
Bader Rutter
Cobalt Cattle Website

Specialty Audiences

Specialty PR Campaign
Purina Animal Nutrition
Filament
2022 Operation Fresh Egg

Agricultural Audiences - Public Relations

Media Relations
AGCO
Colle McVoy
Fendt PR Program and Luke Bryan Partnership

Consumer Audiences

Company or Producer-Funded PR Campaign Element directed to consumers
Idaho Potato Commission
EvansHardy + Young
Frites By Idaho

Grand Champion

Company or Producer-Funded PR Campaign Element directed to consumers
Idaho Potato Commission
EvansHardy + Young
Frites By Idaho