

# Region 1 Best of NAMA Winners

## Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
1	Integrated Campaign - Local	First	Cultiva, LLC	Curious Plot	"Relax" With The Clear Plant Cuticle Protection This Season
1	Integrated Campaign - Local	Merit	AgBiome	AdFarm	Theia Fungicide Launch
2	Integrated Campaign - Regional	First	Nutrien Ag Solutions	Think Shift	Sustainable Nitrogen Outcomes Program Campaign
2	Integrated Campaign - Regional	Merit	Nutrien Ag Solutions - Proven Seed	Think Shift	This Seed Belongs Here Campaign
3	Integrated Campaign - National	First	Nutrien Ag Solutions	Think Shift	Nutrien Ag Solutions - Dyna-Gro Seed
3	Integrated Campaign - National	Merit	Boehringer Ingelheim Cattle	broadhead.	One Dose. 30 minutes
4	New Product Introduction	First	Nutrien Ag Solutions	Think Shift	FARMSMART Retail Kits
4	New Product Introduction	Merit	AgBiome	AdFarm	Theia Fungicide Launch
5	Spreads, single or series	First	Alberta Beef Producers	Think Shift	Always Alberta Beef - Producer Print Ads
6	Single-page Ads, single	First	Nutrien Ag Solutions	Think Shift	Nutrien Ag Solutions - Dyna-Gro Seed
6	Single-page Ads, single	Merit	Nutrien Ag Solutions - Full Seed Ahead	Think Shift	No Place Like Home
7	Single-page Ads, series	First	Canada's Outstanding Young Farmers	WS	Canada's Outstanding Young Farmers - Flip The Narrative Print Ads
7	Single-page Ads, series	Merit	Nutrien Ag Solutions - Proven Seed	Think Shift	This Seed Belongs Here Campaign
8	Trade Ads, single or series	First	Idaho Potato Commission	EvansHardy+Young	See Things In Data
8	Trade Ads, single or series	Merit	Idaho Potato Commission	EvansHardy+Young	It All Starts With An Idaho Potato
9	Unique Print Advertising	First	Virtus Nutrition	Swanson Family of Companies	Heat Stress Prep List Magazine Insert
9	Unique Print Advertising	Merit	Nutrien Ag Solutions	Think Shift	Nutrien Ag Solution - Dyna-Gro Seed Cover Wrap
10	Advertorials	First	Nutrien Ag Solutions	Think Shift	Nutrien Ag Solutions - Dyna-Gro Seed
10	Advertorials	Merit	Huma, Inc.	In-House	Introducing Huma
11	Radio - Single	First	Nutrien Ag Solutions	Think Shift	Nutrien Ag Solutions - Dyna-Gro Seed
11	Radio - Single	Merit	Nutrien Ag Solutions - Proven Seed	Think Shift	This Seed Belongs Here Campaign
13	Television - Single or Series	First	Idaho Potato Commission	EvansHardy+Young	Garden
14	Audiovisual Presentations directed at farmers, ranchers and growers	First	Wilbur-Ellis Agribusiness	broadhead.	Tho Power Of We Pre-Roll
14	Audiovisual Presentations directed at farmers, ranchers and growers	Merit	Nutrien Ag Solutions	Think Shift	Nutrien Financial Campaign
15	Audiovisual Presentations directed at dealers, distributors, sales reps or others serving agribusiness	First	Huma, Inc.	In-House	Introducing Huma
18	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	First	Nutrien Ag Solutions	Think Shift	FARMSMART Retail Kits
18	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	Merit	BASF Corporation	CLUTCH Performance	Fully Invested In Alfalfa Retailer Activation Kit

	<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
19	Billboards or other outdoor ads	First	Nutrien Ag Solutions - Proven Seed	Think Shift	This Seed Belongs Here Campaign
19	Billboards or other outdoor ads	Merit	Nutrien Ag Solutions	Think Shift	Nutrien Ag Solutions - Dyna-Gro Seed
20	Customer Brochures, Catalogs-farmer directed	First	Boehringer Ingelheim Cattle	broadhead.	Risk Is Everywhere. Protection Is Right Here.
21	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	First	CADARO	WS	CADARO Brochure
21	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	Merit	Simplot Animal Sciences	Filament	Tailgate Tour Collateral Kit
22	Point-of-purchase materials	First	AMVAC	AdFarm	BioWake Product Launch
26	Corporate Identity	First	Nutrien Ag Solutions	Think Shift	FARMSMART Brand
26	Corporate Identity	Merit	Manitoba Habitat Conservancy (MHC)	Think Shift	Manitoba Habitat Conservancy Corporate Rename And Rebrand

## **Agricultural Audiences - Public Relations**

	<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
29	Media Relations	First	Wilbur-Ellis Agribusiness	broadhead.	Get Your Stories Growing Media Kit
33	News, Feature Article or Persuasive writing - Trade Media	First	Think Shift	In-House	Evolution Of Agrimarketing 4.0
33	News, Feature Article or Persuasive writing - Trade Media	Merit	Wilbur-Ellis Agribusiness	broadhead.	Is Controlled Environment Agriculture The Future Of Farming?
34	News Release-Ag Media	First	VAS	Filament	Soil Health And Tissue Testing Press Releases
34	News Release-Ag Media	Merit	Huma, Inc.	In-House	BHN Is Now Huma
35	Events - Customer	First	Cargill Animal Nutrition	In-House	Cargill Animal Nutrition - Customer Advisory Panel, Kick Off Event
35	Events - Customer	Merit	Boehringer Ingelheim	broadhead.	Boehringer Ingelheim Hosts An Event Of Fellowship And Learning At The AASV Annual Meeting
36	Events - Media	First	New Holland Construction	Curious Plot	Reintroducing To The Stage: New Holland Construction
39	Company and Association Newsletters - External	First	Grow West	CLUTCH Performance	Grow West Growing Together Newsletter
42	Audio/Video Broadcast News	First	Huma, Inc.	In-House	Made In Arizona: Huma
43	Audio/Video Feature or Testimonial	First	Huma, Inc.	In-House	Natural Fertilizer Tour With Huma

## **Agricultural Audiences - Digital**

	<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
44	Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	First	Nutrien Ag Solutions	Think Shift	Nutrien Financial
44	Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	Merit	Nutrien Ag Solutions	Think Shift	Nutrien Ag Solutions - Dyna-Gro Seed
45	Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	First	Cultura Technologies	Think Shift	Cultura Technologies Website Rebuild
45	Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	Merit	Stratus Ag Research	Think Shift	Stratus Ag Research Website Rebuild
46	Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	First	Huma, Inc.	In-House	This Week in Ag
48	Email Marketing	First	Cargill	In-House	Month of Max: Internal Email Campaign

	<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
49	Social Community Building and Engagement	First	Nutrien Ag Solutions	Think Shift	Nutrien Financial Social Campaign
49	Social Community Building and Engagement	Merit	Canada's Outstanding Young Farmers	WS	Canada's Outstanding Young Farmers - Flip The Narrative Social Videos

## Consumer Audiences

53	Company or Producer-Funded Advertising campaign directed to consumers	First	Dairy West	Think Shift	2022 Fallidays Campaign
53	Company or Producer-Funded Advertising campaign directed to consumers	Merit	Alberta Beef Producers	Think Shift	Always Alberta Beef Full Campaign
54	Company or Producer-Funded Advertising Campaign Element directed to consumers	First	Alberta Beef Producers	Think Shift	Always Alberta Beef - Stampede Activation
54	Company or Producer-Funded Advertising Campaign Element directed to consumers	Merit	Alberta Beef Producers	Think Shift	Always Alberta Beef - Billboards
56	Company or Producer-Funded PR Campaign Element directed to consumers	First	Idaho Potato Commission	EvansHardy+Young	Idaho® Potato Malted Milkshake And Fries Ice Cream
57	Website directed to consumers	First	Dairy West	Think Shift	Be Greatness Landing Page
57	Website directed to consumers	Merit	Alberta Beef Producers	Think Shift	Always Alberta Beef - Microsite
58	Social Media campaign directed to consumers	First	Aquaculture Stewardship Council	Curious Plot	Sea Green. Be Green. With The Aquaculture Stewardship Council Social Media Campaign
58	Social Media campaign directed to consumers	Merit	Dairy West	Think Shift	2022 Fallidays Social Media Campaign

## Specialty Audiences

60	Specialty Advertising Campaign	First	Wilbur-Ellis Agribusiness	broadhead.	Endless Benefits Campaign
62	Specialty Campaign Elements	First	Wilbur-Ellis Agribusiness	broadhead.	Endless Benefits Turf Print Ad

**Note: All first and merit winners are eligible to advance equally to national judging. You will receive an email from the NAMA office by February 1 with instructions. Entries that win at national judging will be announced at the ceremony that kicks off the 2023 Agri-Marketing Conference, April 26-28 in St. Louis.**