

Region 1 Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Cargill Ltd.	Think Shift	Your VICTORY View Campaign
1 Multimedia Campaigns-Local	Merit	Alberta Beef Producers	WS	Alberta Beef Producers - ABPDaily.com Platform Launch Campaign
2 Multimedia Campaigns-Regional	First	Trimble	AdFarm	Easier Farming with Precision
2 Multimedia Campaigns-Regional	Merit	Boehringer Ingelheim Animal Health USA, Inc.	broadhead.	Polyflex Return to Market
3 Multimedia Campaigns-National	First	Boehringer Ingelheim Animal Health USA, Inc.	broadhead.	360° Coverage
3 Multimedia Campaigns-National	Merit	Nutrien Ag Solutions	Think Shift	Dyna-Gro Seed Campaign
5 Spreads, single or series	First	Forage Genetics International (FGI)	Curious Plot	You Get What You Plant For
6 Single-page Ads, single	First	Simplot Animal Sciences	Filament	HerdFlex Print Single-Page Ad
6 Single-page Ads, single	Merit	Virtus Nutrition	Swanson Family of Companies	Protect Your Embryos Ad
7 Single-page Ads, single entry, series	First	Cotton Solutions Co-op	broadhead.	The Co-Op Everyone is Talking About
7 Single-page Ads, single entry, series	Merit	Cargill Ltd.	Think Shift	Your Victory View Ads
8 Trade Ads, single or series	First	Idaho Potato Commission	Evans Hardy + Young	Genuine Idaho
8 Trade Ads, single or series	Merit	Idaho Potato Commission	Evans Hardy + Young	Famous for a Reason
11 Radio - Single	First	Trimble	AdFarm	Easier Farming With Precision - Radio Advertising
11 Radio - Single	Merit	ADAMA Agricultural Solutions Canada Ltd.	Think Shift	SORATEL Radio Ad
13 Television - Single or Series	First	Saskatchewan Crop Insurance	Think Shift	Here At Every Turn
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Virtus Nutrition	Swanson Family of Companies	Protect Your Embryos Brochure
22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Grow West	CLUTCH	Foliar Almond Guide Agro-K Partnership
22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Boehringer Ingelheim Animal Health USA, Inc.	broadhead.	Advancing Deworming Through Combination Treatment
23 Point-of-purchase materials	First	Boehringer Ingelheim Animal Health USA, Inc.	broadhead.	Synanthic Competitive In-Store Display
27 Corporate Identity	First	Pulse Canada	Think Shift	Pulse Canada Corporate Identity
27 Corporate Identity	Merit	ATP Nutrition Ltd.	Think Shift	ATP Nutrition Corporate Identity
28 Advertising to agribusiness	First	Think Shift	In House	The Evolution Of Agrimarketing
28 Advertising to agribusiness	Merit	Think Shift	In House	Unexpected Ad

Agricultural Audiences - Public Relations

Category Name	Place	Company	Agency	Entry Title
29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Boehringer Ingelheim Animal Health USA, Inc.	broadhead.	BVDV News Hook Survey Campaign
30 Media Relations	First	Simplot Animal Sciences	Filament	HerdFlex Media Relations Efforts
34 News Release-Ag Media	First	Netafim	The Pollack Group	Netafim USA Opens Irrigation Dripline Recycling Program In Texas
37 Events - Internal	First	Simplot	HLK	Simplot Invictis 360 Launch Events
Category Name	Place	Company	Agency	Entry Title
38 Events - Virtual	First	Boehringer Ingelheim	broadhead.	Boehringer Ingelheim Cattle Webinar Summit Events

38	Events - Virtual	Merit	Canada's Outstanding Young Farmers	WS	Canada's Outstanding Young Farmers - 2020 Annual Event
39	Company and Association newsletters External - farmers, ranchers, or dealer and distributors	First	Grow West	CLUTCH	Growing Together Newsletter
44	Audio/Video Feature or Testimonial	First	Netafim	The Pollack Group	Where Netafim Began - Netafim USA Celebrates 40 Years of Growing
44	Audio/Video Feature or Testimonial	Merit	Agrian	CLUTCH	Infield App Video

Agricultural Audiences - Digital

45	Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Trimble	AdFarm	Easier Farming With Precision - Digital Advertising
45	Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	ADAMA Ltd.	Think Shift	ADAMA Brand Video - Talk To Us
46	Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Alberta Beef Producers	WS	Alberta Beef Producers - ABPDaily.com
46	Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Cargill Ltd.	Think Shift	Your Victory View Website
47	Blogs	First	Granular	broadhead.	The Granular Blog Arms Farmers With Insightful Ways To Use Data
47	Blogs	Merit	WS	In House	WS - wonder - The WS Blog
48	Social Community Building and Engagement - Social Campaign	First	Boehringer Ingelheim Cattle Health	broadhead.	The Cattle Call Show: Building Connections Between Veterinarians And Producers
48	Social Community Building and Engagement - Social Campaign	Merit	Trimble	AdFarm	Easier Farming With Precision - Social Media Advertising
49	Social tactic - a specific activity	First	Grow West	CLUTCH	We Are Grow West Employee Spotlights
51	Other non-Smartphone Digital Media	First	Virtus Nutrition	The Swanson Family of Companies	Protect Your Embryos E-Book

Consumer Audiences

54	Company or Producer-Funded Advertising campaign element directed to consumers	First	Dairy West	Think Shift	Legend Dairy Food Truck Event
54	Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Idaho Potato Commission	Evans Hardy + Young	Hobbies
55	Company or Producer-Funded PR campaign directed to consumers	First	Mushroom Council	Curious Plot	Food Network Blended Burger Contest
56	Company or Producer-Funded PR campaign element directed to consumers	First	Mushroom Council	Curious Plot	Mushroom Council Consumer E-Newsletter Series
57	Website directed to consumers	First	Mushroom Council	Curious Plot	Explore Mushrooms! Mushroom Month 2021
58	Social Media campaign directed to consumers	First	Dairy West	Think Shift	Unbottled Matchmaker Campaign
58	Social Media campaign directed to consumers	Merit	Mushroom Council	Curious Plot	Explore Mushrooms! Mushroom Month 2021

Specialty Audiences

59	Specialty advertising campaign	First	Cat Healthy & Royal Canin	WS	Cat Healthy & Royal Canin - That's Cat for "Feline Fairytails" Activation
61	Specialty campaign elements - single or series	First	CMI Orchards	Curious Plot	Introducing Flavogram
61	Specialty campaign elements - single or series	Merit	Grow West	CLUTCH	Grow West Almond Guide

Note: All first and merit winners are eligible to advance equally to the national judging. You will receive an email from the national NAMA office by February 1 with instructions on how to advance your entries. Those entries that win at the national judging will be announced at the Best of NAMA Ceremony that kicks off the Agri-Marketing Conference in Kansas City.