

# Region I Best of NAMA Winners

## Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Forage Genetics International	FLM Harvest	HarvXtra 'Xtra 'Xtra
2 Multimedia Campaigns-Regional	First	Boehringer Ingelheim Animal Health USA, Inc. - Cattle Division	broadhead.	Pyramid And Express FP "Relentless Protection" Campaign
2 Multimedia Campaigns-Regional	Merit	Dyna-Gro	Think Shift	Dyna-Gro Campaign
4 New Product Introduction	First	Bayer Crop Science	Think Shift	Trecepta Launch
4 New Product Introduction	Merit	Netafim USA	In House	Pioneer Line
5 Spreads, single or series	First	Idaho Potato Commission	Evans Hardy + Young	Champion
5 Spreads, single or series	Merit	Boehringer Ingelheim Animal Health USA, Inc. - Cattle Division	broadhead.	Pyramid and Express FP "Relentless Protection" Print Ad
6 Single-page Ads, single	First	Bayer Crop Science	Think Shift	Trecepta
6 Single-page Ads, single	Merit	Netafim USA	In House	Reduce Everything, But Your Bottom Line
7 Single-page Ads, single entry, series	First	Cargill	Think Shift	GEOS - Aim Higher
7 Single-page Ads, single entry, series	Merit	Bayer Environmental Science	Rhea + Kaiser	Rejuvra - How the West Will Be Won Again
8 Trade Ads, single or series	First	Idaho Potato Commission	Evans Hardy + Young	It Takes A Keen Eye
8 Trade Ads, single or series	Merit	Idaho Potato Commission	Evans Hardy + Young	Genuine Idaho
9 Unique Print Advertising	First	Boehringer Ingelheim Animal Health USA, Inc. - Cattle Division	broadhead.	Keeping Cows Parlor Ready High Impace Units
11 Radio - Single	First	ADAMA Canada Ltd.	Think Shift	Peas Personal Ad
13 Television - Single or Series	First	Dairy West	Think Shift	Unbottled: PBS Kids Sponsorship
13 Television - Single or Series	Merit	Dairy West	Think Shift	Unbottled: Go Potty
14 Audiovisual Presentations directed to farmers, growers and ranchers	First	ADAMA Global	Think Shift	"It's What We Do"
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Bayer Crop Science, Vegetable Seeds - Seminis	Paradowski Creative	Seminis® Processing Tomato Brochure
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Elanco Animal Health	FLM Harvest	Tackle Internal Parasites
23 Point-of-purchase materials	First	Netafim USA	In House	Cultivation Solutions Retail Display
24 Exhibits -Live	First	Netafim USA	In House	World Ag Trade Show Booth
27 Corporate Identity	First	Dairy West	Think Shift	Unbottled
27 Corporate Identity	Merit	ADAMA Global	Think Shift	ADAMA Global Brand Expression

## 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	Bayer Environmental Science	Rhea + Kaiser	Rejuvra Herbicide Launch
31 Public Affairs/Issues Management program	First	Cargill Animal Nutrition	Turnpike	White Heart Award
33 writing - Trade Media	First	Think Shift	In House	The Evolution Of Agrimarketing
33 News, Feature Article or persuasive writing - Trade Media	Merit	Oregon Ryegrass Growers Seed Commission	DZC, LLC	"Conference Showcases Oregon-Grown Cover Crops"
35 Events - Customer	First	Vytelle	C.O.next	Taking the Mystery Out of IVF
38 Events - Virtual	First	Bayer Crop Science, Vegetable Seeds - Seminis	Happy/Gelattina	Seminis® IX Onion Customer Event - Virtual
43 Audio/Video Broadcast News	First	Boehringer Ingelheim Animal Health USA, Inc. - Cattle Division	broadhead.	Rural America Live: The Cattle First Documentary
44 Audio/Video Feature or Testimonial	First	Boehringer Ingelheim Animal Health USA, Inc. - Cattle Division	broadhead.	The Cattle First Documentary: Telling The Story Of America's Beef Ranchers

## Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Dairy West	Think Shift	The Comeback
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	AGRIAN INC	Clutch Performance	AGRIAN.COM
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Dairy West	Think Shift	Dairy West
47 Blogs	First	Think Shift	In House	Looking For Lemonade Blog Series
47 Blogs	Merit	Think Shift	In House	From Trust Fall To Trust Fail Blog
48 Social Community Building and Engagement - Social Campaign	First	Cargill	Turnpike	Social Community Building & Engagement
48 Social Community Building and Engagement - Social Campaign	Merit	Netafim	The Pollack Group - LAB 186	Branchville Web Series
49 Social tactic - a specific activity	First	Boehringer Ingelheim Animal Health USA, Inc. - Cattle Division	broadhead.	The Cattle First Documentary: Telling The Story Of America's Beef Ranchers
49 Social tactic - a specific activity	Merit	Cargill	All Eyes Media	Herdfirst Total Calf Taste Test
52 Digital Marketing Tools	First	Pollinator Partnership	AdFarm	Pollinator Partnership Live Fundraiser Announcement
52 Digital Marketing Tools	Merit	Nutrien ESN	AdFarm	ESN How-Its-Made Video

## Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	Dairy West	Think Shift	Unbottled Launch
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	Dairy West	Think Shift	Unbottled: Food Service
54 Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Mushroom Council	FLM Harvest	Remix
57 Website directed to consumers	First	Dairy West	Think Shift	Unbottled

## Specialty Audiences

61 Specialty campaign elements - single or series	First	T&G Global Limited	FLM Harvest	JAZZ Apple Personalized Digital Assets
61 Specialty campaign elements - single or series	Merit	Netafim USA	In House	Techline Copper

**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.