

# Region 2 Best of NAMA Winners

## Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
1	Multimedia Campaigns-Local	First	United Soybean Board	OBP Agency	High Oleic Soybean Advertising Campaign
1	Multimedia Campaigns-Local	Merit	UPL	Woodruff	Zolera FX Campaign
2	Multimedia Campaigns-Regional	First	United Soybean Board	OBP Agency	(YOU) Campaign
2	Multimedia Campaigns-Regional	Merit	BASF	VMLY&R	ILEVO "The Right Answer" Campaign
3	Multimedia Campaigns-National	First	John Deere - Production & Precision Ag	Signal Theory	John Deere - Production & Precision Ag, "Gain Ground" Campaign
3	Multimedia Campaigns-National	Merit	Nutrien Premium Fertilizer Technologies	AdFarm	Smart Nutrition MAP+MST Retail Kit
4	New Product Introduction	First	Merck Animal Health	Signal Theory	Bovilis Nasalgen 3/3-PMH Launch Campaign
4	New Product Introduction	Merit	John Deere - Production & Precision Ag	Signal Theory	John Deere - Production & Precision Ag, "Gain Ground" Product Launches
5	Spreads, single or series	First	BASF	VMLY&R	Status "You Get What You Pay For" Print
5	Spreads, single or series	Merit	John Deere - Production & Precision Ag	Signal Theory	John Deere - Production & Precision Ag, "Gain Ground" Spread(s)
6	Single-page Ads, single	First	UPL	Woodruff	Zolera FX Print Ad
6	Single-page Ads, single	Merit	John Deere - Production & Precision Ag	Signal Theory	John Deere - Production & Precision Ag, "Gain Ground" Single-page Print Ad
7	Single-page Ads, single entry, series	First	United Soybean Board	OBP Agency	(YOU) Campaign Single Page Ad
7	Single-page Ads, single entry, series	Merit	Bayer Crop Science	HLK	We See You Print Ad Series
8	Trade Ads, single or series	First	United Soybean Board	OBP Agency	Notoriously Nebraska
8	Trade Ads, single or series	Merit	John Deere - Production & Precision Ag	Signal Theory	John Deere - Production & Precision Ag, "Gain Ground" Trade Ads
10	Advertorials	First	United Soybean Board	OBP Agency	(YOU) Campaign Advertorial
10	Advertorials	Merit	Nutrien Premium Fertilizer Technologies	AdFarm	Smart Nutrition MAP+MST - Busting The Myths Advertorial
11	Radio - Single	First	Bayer Crop Science	HLK	Bayer Traits ... Bollgard 3 XtendFlex Cotton Radio Ad
11	Radio - Single	Merit	Bayer Crop Science	HLK	Channel ... Our Innovation Starts By Listening Radio
12	Radio - Series	First	Dairy MAX	Cultivate Agency	Dairy MAX Radio Ads
12	Radio - Series	Merit	Bayer Crop Science - DEKALB	OBP Agency	DEKALB "Season Long Performance"
13	Television - Single or Series	First	Bayer Crop Science - DEKALB	OBP Agency	DEKALB "New Guy"
13	Television - Single or Series	Merit	United Soybean Board	OBP Agency	(You) Anthem :30 & Encore :30
14	Audiovisual Presentations directed to farmers, growers and ranchers	First	Bayer Crop Science	OBP Agency	DEKALB Asgrow Deltapine "Official Sponsors Of Success"
14	Audiovisual Presentations directed to farmers, growers and ranchers	Merit	John Deere & Precision Ag	Signal Theory	John Deere P&PA - "Gain Ground" Hype Video
15	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	U.S. Wheat Associates	Middle	U.S. Wheat Associates Buyer Video Series
15	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Bayer Crop Science	HLK	The System Of Choice For Soybean Farmers Video
16	Direct Mail-directed to farmers, growers and ranchers - flat	First	Hoegemeyer Hybrids	Swanson Russell	2020 Fall Mailer
16	Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Bayer Environmental Science US	HLK	Invora Trial Offer Direct Mail

	<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
17	Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Native Microbials	OBP Agency	GALAXIS Frontier Dossier
17	Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Bayer Crop Science	HLK	Spray Tools Direct Mail Piece
19	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Bayer Crop Science	HLK	Discover Seedsmanship
20	Billboards or other outdoor ads	First	Bayer Crop Science - DEKALB	OBP Agency	DEKALB "Corn Car"
20	Billboards or other outdoor ads	Merit	BASF	VMLY&R	Merivon "Always On" Billboard
21	Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Phibro Animal Health Corporation	Brighton Agency	Animate® Brochure
21	Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Native Microbials	OBP Agency	GALAXIS Frontier Dossier
22	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Bayer Crop Science	HLK	Seedsman Toolkit
23	Point-of-purchase materials	First	Bayer Crop Science	HLK	Kindred White Corn Packaging Design
24	Exhibits -Live	First	Bayer Crop Science	OBP Agency	Bayer Crop Science - Farm Progress Show Plot 2021
24	Exhibits -Live	Merit	John Deere - Production & Precision Ag	Signal Theory	John Deere - Production & Precision Ag, "Gain Ground" Farm Progress Booth
25	Exhibits - Virtual	First	Bayer Crop Science - DEKALB Asgrow	OBP Agency	DEKALB Asgrow Commodity Classic Virtual Recognition Event
25	Exhibits - Virtual	Merit	Bayer Crop Science	OBP Agency	Bayer Crop Science - Commodity Classic 2021
26	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	United Soybean Board	OBP Agency	Road Safety Window Clings
26	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Hoegemeyer Hybrids	Swanson Russell	85th Anniversary Logo Tin
27	Corporate Identity	First	Valent U.S.A. LLC	Barkley	The San Ramon Experience
27	Corporate Identity	Merit	John Deere - Production & Precision Ag	Signal Theory	John Deere - Production & Precision Ag, "Gain Ground" Branding
28	Advertising to agribusiness	First	AdFarm	In House	AdFarm Rebrand
28	Advertising to agribusiness	Merit	Signal Theory	In House	FoodThink White Paper

## **Agricultural Audiences - Public Relations**

29	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Corteva Agriscience	Bader Rutter	Corteva Agriscience Row Crop - Crop Protection PR Program
29	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Bayer Crop Science - DEKALB	OBP Agency	DEKALB "Winning Has Roots Tour"
30	Media Relations	First	Bayer Crop Science	HLK	Women In Ag Successful Farming Feature
30	Media Relations	Merit	Valent U.S.A. LLC	Barkley	Engaging Apple Editors During COVID-19
32	Brand Citizenship	First	Bayer Crop Science - DEKALB Asgrow Deltapine	OBP Agency	DEKALB Asgrow Deltapine "Agronothon"
33	News, Feature Article or persuasive writing - Trade Media	First	Corteva Agriscience	Bader Rutter	Feature Article: 1 Promise, Thousands Of Acres
33	News, Feature Article or persuasive writing - Trade Media	Merit	Corteva Agriscience	John Wallace Communications	Landvisor - Bringing Technology To The Ranch
34	News Release-Ag Media	First	International Beef Cattle Academy	Filament	Student Testimonial Press Release
34	News Release-Ag Media	Merit	Phibro Animal Health Corporation	Brighton Agency	Phibro Mycotoxin (7) Webinar Press Release Series
35	Events - Customer	First	Aggieville Showdown	In House	Aggieville Showdown

Category Name	Place	Company	Agency	Entry Title
35 Events - Customer	Merit	National Cattlemen's Beef Association	In House	NCBA & Moly Manufacturing Beef Day Customer Event
36 Events - Media	First	John Deere	Mod Op	John Deere March Media Event
36 Events - Media	Merit	CLAAS of America	Woodruff	CLAAS Academy Grand Opening
37 Events - Internal	First	The Climate Corporation	Paradowski Creative	Climate Connect
37 Events - Internal	Merit	Bayer Crop Science	HLK	Seedsman Summit
38 Events - Virtual	First	Bayer Crop Science	HLK	XtendFlex® Soybeans Live Premiere - Virtual Event
38 Events - Virtual	Merit	National Cattlemen's Beef Association	In House	NCBA & Land O'Lakes/Purina Virtual Beef Day
39 Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	First	National Cattlemen's Beef Association	In House	National Cattlemen Newspaper
39 Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	Merit	Merck Animal Health	Signal Theory	SEQUIVITY E-Newsletter
40 Company and Association magazines External - directed to farm customers, prospects or others serving agribusiness	First	National Cattlemen's Beef Association	In House	National Cattlemen Directions
40 Company and Association magazines External - directed to farm customers, prospects or others serving agribusiness	Merit	John Deere	Mod Op	John Deere Furrow Magazine
43 Audio/Video Broadcast News	First	Bayer Crop Science - DEKALB Asgrow Deltapine	OBP Agency	DEKALB Asgrow Deltapine "Agronothon"
43 Audio/Video Broadcast News	Merit	National Cattlemen's Beef Association	In House	Beef And Corn: Working Towards A Sustainable Future
44 Audio/Video Feature or Testimonial	First	Bayer Crop Science - Asgrow	OBP Agency	Asgrow "The Next Bushel"
44 Audio/Video Feature or Testimonial	Merit	National Cattlemen's Beef Association	In House	NCBA's Cattlemen To Cattlemen: The COVID Effect. Are Consumers Still Hungry For Beef?

## Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	The Climate Corporation	Coolfire Studios	A Farmer's Journey ... One Year In The Life Of An American Grower ... Part 2: Planting Season
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Hoegemeyer Hybrids	Swanson Russell	85th Anniversary Brand Video
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Agfinity	Madwire	Agfinity Website Re-Design
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	United Soybean Board	OBP Agency	USB Website & Digital Hub
47 Blogs	First	Bayer Crop Science - DEKALB	OBP Agency With Support of Farm Progress	DEKALB "Winning Has Roots Tour"
47 Blogs	Merit	The Climate Corporation	Paradowski Creative	Climate.com Blog
48 Social Community Building and Engagement - Social Campaign	First	Bayer Crop Science	HLK	Climate Fieldview Influencer Program
48 Social Community Building and Engagement - Social Campaign	Merit	The Climate Corporation	Coolfire Studios	Fieldview TM Folks Campaign
49 Social tactic - a specific activity	First	The Climate Corporation	Coolfire Studios	Fieldview TM Farm Dogs ... Meet Dexter
49 Social tactic - a specific activity	Merit	Tyson Fresh Meats	Midan Marketing	Memories
50 Smartphone Apps	First	Bayer Crop Science	HLK	Spray Early Weed Control Guarantee Quiz
50 Smartphone Apps	Merit	Nutrien Premium Fertilizer Technologies	AdFarm	Ekonomics Mobile App
51 Other non-Smartphone Digital Media	First	Nutrien Premium Fertilizer Technologies	AdFarm	Nutrien Premium Fertilizer Technologies Tradeshow Ipad Hub
52 Digital Marketing Tools	First	The Climate Corporation	Coolfire Studios	Around The Farm Video Podcast
52 Digital Marketing Tools	Merit	North American Meat Institute	Signal Theory	Protein PACT Brand Video

## Consumer Audiences

53	Company or Producer-Funded Advertising campaign directed to consumers	First	National Cattlemen's Beef Association	In House	Telling Beef's Sustainable Story
56	Company or Producer-Funded PR campaign element directed to consumers	First	Tyson Fresh Meats	Midan Marketing	Open Prairie® Natural Pork Virtual Hog Barn Tour
56	Company or Producer-Funded PR campaign element directed to consumers	Merit	Dairy MAX	Cultivate Agency	Dairy MAX Recipe Book
57	Website directed to consumers	First	Kansas Wheat Commission	Middle	National Festival Of Breads Website
58	Social Media campaign directed to consumers	First	Kansas Wheat Commission	Middle	National Festival of Breads
58	Social Media campaign directed to consumers	Merit	Tyson Fresh Meats	Midan Marketing	Memories

## Specialty Audiences

59	Specialty advertising campaign	First	Mazuri Exotic Animal Nutrition	Curious Plot	You Do 'Zu
59	Specialty advertising campaign	Merit	Sipcam Agro, USA	Woodruff	Karma Campaign
60	Specialty PR campaign	First	Corteva Agriscience	Bader Rutter	Sponsorship Of T&D World Vegetation Management Channel
60	Specialty PR campaign	Merit	Manna Pro	Woodruff	Falling For Fruitables
61	Specialty campaign elements - single or series	First	Purina Animal Nutrition	Filament	Gastric Care Animated Video
61	Specialty campaign elements - single or series	Merit	Sipcam Agro, USA	Woodruff	Karma Print Ad

## Best of Show

### Ag. Audiences - Advertising

Spreads, single or series

BASF

VMLY&R

Status "You Get What You Pay For" Print

### Ag. Audiences - Digital

Advertising on the Web - directed to farmers, ranchers or growers, and all

others serving agriculture

The Climate Corporation

Coolfire Studios

A Farmer's Journey...One Year In The Life

Of An American Grower...Part 2: Planting Season

### Specialty Audiences

Specialty advertising campaign

Mazuri Exotic Animal Nutrition

Curious Plot

You Do 'Zu

### Ag. Audiences - Public Relations

Events - Customer

Aggieville Showdown

Aggieville Showdown

### Consumer Audiences

Company or Producer-Funded Advertising campaign directed to consumers

National Cattlemen's Beef Association

Telling Beef's Sustainable Story

**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.