

Region 2 Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Integrated Campaign - Local	First	Channel	HLK Agency	Channel Seedsmen Rooted In Nebraska
2 Integrated Campaign - Regional	First	Bayer Crop Science	Osborn Barr Paramore	DEKALB / Field Of Dreams
2 Integrated Campaign - Regional	Merit	Corteva Agriscience	Bader Rutter	Enlist® Weed Control System: The Die-Hards Campaign
3 Integrated Campaign - National	First	John Deere	In House	John Deere "For The Farmers" National Campaign
3 Integrated Campaign - National	Merit	Cattlemen's Beef Board	Swanson Russell	Your Dollar Does Campaign
4 New Product Introduction	First	Merck Animal Health	Signal Theory	AROVYN Introduction Campaign
4 New Product Introduction	Merit	Bayer	HLK Agency	SmartStax Pro With RNAi Technology Launch
5 Spreads, single or series	First	BASF	VMLY&R	Corn-Pro Campaign Mime Print
5 Spreads, single or series	Merit	Koch Agronomic Services	Swanson Russell	Brand Print Ad Spread
6 Single-page Ads, single	First	Hoegemeyer	Swanson Russell	Hoegemeyer Brand Print Ad
6 Single-page Ads, single	Merit	Cargill Animal Nutrition	Turnpike	Cool From The Inside Out - Promote I.C.E. PLUS
7 Single-page Ads, series	First	Lallemand Animal Nutrition	DMH	MAGNIVA Platinum Single-Page Ads
7 Single-page Ads, series	Merit	Pioneer Hi-Bred International	Bader Rutter	Pioneer Brand Corn: "Field Proven And Ready For Yours." Single-Page Ads
8 Trade Ads, single or series	First	National Cattlemen's Beef Association	In House	2022 NCBA Trade Show Exhibitor Prospect Ad
8 Trade Ads, single or series	Merit	Koch Agronomic Services	Swanson Russell	ANVOL Dealer Print Ad
9 Unique Print Advertising	First	John Deere - Production & Precision Ag	Signal Theory	"Tech Triple Cover" Print
9 Unique Print Advertising	Merit	Hoegemeyer	Swanson Russell	Seed Guide Insert
10 Advertorials	First	Valent U.S.A.	Barkley	A New Tool For The Late Apple Thinning Window: Advertorial For Accede® Plant Growth Regulator
11 Radio - Single	First	Nutrien	AdFarm	ESN Bell Hop 'At Your Service' Radio Spot
11 Radio - Single	Merit	Syngenta	Rooster	Corn Traits Ad Campaign
12 Radio - Series	First	Montana Department of Agriculture	Northern Ag Network	Beyond The Weather
13 Television - Single or Series	First	Bayer Crop Science	Osborn Barr Paramore	DEKALB / Rahe Brothers
13 Television - Single or Series	Merit	BASF	VMLY&R	Stoneville 100 Years "Cotton-Doodle-Doo"
14 Audiovisual Presentations directed at farmers, ranchers and growers	First	John Deere	Foundry 360	Everyone Loves Harvest - Video
14 Audiovisual Presentations directed at farmers, ranchers and growers	Merit	John Deere	Motion Adrenaline	See & Spray Ultimate - Product Launch Video
15 Audiovisual Presentations directed at dealers, distributors, sales reps or others serving agribusiness	First	Climate LLC	Coolfire Studios	A Farmer's Journey S1 I Sales Video For Perdue
15 Audiovisual Presentations directed at dealers, distributors, sales reps or others serving agribusiness	Merit	Southern Glazer's Wine And Spirits	ModOp	Southern Glazer's Wine And Spirits Liquid Insights Sizzle Video
16 Direct Mail-directed at farmers, growers and ranchers - flat	First	American AgCredit	In House	American AgCredit Direct Mail Digital Opt-In 2022
16 Direct Mail-directed at farmers, growers and ranchers - flat	Merit	National Cattlemen's Beef Association	In House	2022 Cattle Industry Convention Postcard Series

Category Name	Place	Company	Agency	Entry Title
17 Direct Mail-directed at farmers, growers and ranchers - three dimensional	First	John Deere Financial	Signal Theory	Re-Winning Lost Customers - Flat Mailer
17 Direct Mail-directed at farmers, growers and ranchers - three dimensional	Merit	Nutrien	AdFarm	ESN - Retail Kits
18 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	First	Cargill Animal Nutrition	Turnpike	Cool From The Inside Out - Promote I.C.E. PLUS
18 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Lallemand Animal Nutrition	DMH	Spectacular Beef Impact Creative
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	Purina Animal Nutrition	Filament	2022 NCBA
20 Customer Brochures, Catalogs-farmer directed	Merit	Phibro Animal Health Corporation	Brighton Agency	Magni-Phi® Ultra Brochure
21 Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	First	Bayer Crop Science	Osborn Barr Paramore	WestBred® Brand Wheat / Brochure
21 Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	Merit	National Cattlemen's Beef Association	In House	2023 NCBA Trade Show Prospect Brochures
22 Point-of-purchase materials	First	BASF	VMLY&R	Teraxxa F4 Game Over Video Game
23 Exhibits -Live	First	Nutrien	AdFarm	ESN Farm Progress Crop Art
23 Exhibits -Live	Merit	Channel	HLK Agency	Farm Progress Channel Booth - Define Your Future
25 Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	First	Bayer	HLK Agency	Smart Corn System Coloring Book
25 Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	Merit	Syngenta Corn Traits	Rooster	Farm Progress Corn Traits Playbook
26 Corporate Identity	First	American Royal + Stockyards Brewing Co.	AdFarm	Bass Bit Beer Label
26 Corporate Identity	Merit	Ancera	HLK Agency	Ancera Brand Identity
27 Advertising to Agribusiness	First	National Agri-Marketing Association	Scenic Road	Best Of NAMA Intro Video
27 Advertising to Agribusiness	Merit	AdFarm	In House	Farm Accuracy Print Ad

Agricultural Audiences - Public Relations

28 Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	First	CLAAS Of America	Woodruff	CLAAS TRION & AXION Product Launch
28 Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	Merit	Bayer Crop Science	Osborn Barr Paramore	DEKALB / Official Corn Seed Of MLB At Field of Dreams
29 Media Relations	First	John Deere	ModOp	John Deere AMS Media Relations
29 Media Relations	Merit	Valent U.S.A.	Barkley	Commodity Classic Media Kits
30 Public Affairs/Issues Management Program	First	John Deere	ModOp	John Deere National Ag Day Celebration
30 Public Affairs/Issues Management Program	Merit	Missouri Department of Agriculture	Woodruff	Missouri Department of Agriculture: FAD Media Training
31 Brand Citizenship	First	UPL, Ltd.	Woodruff/WS	UPL: Allies For Agriculture
31 Brand Citizenship	Merit	American AgCredit	In House	American AgCredit Brand Refresh Customer Gift Boxes
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	ESTROTECT	Filament	Progressive Cattle Sexed Semen Article

Category Name	Place	Company	Agency	Entry Title
34 News Release-Ag Media	First	John Deere	ModOp	GUSS Now Offered At John Deere Dealerships
34 News Release-Ag Media	Merit	John Deere	ModOp	John Deere Launches New See & Spray Ultimate Technology
35 Events - Customer	First	AgroLiquid	Signal Theory	AgroLiquid Commodity Classic Early Riser Promotion Program
35 Events - Customer	Merit	John Deere	In House	John Deere "For The Farmers" Cornfield Corn Hole
36 Events - Media	First	John Deere	ModOp	John Deere CES 2022 Media Event
36 Events - Media	Merit	John Deere	ModOp	John Deere Cotton LEAD Media Event
37 Events - Internal	First	Channel	HLK Agency	Seedsman Ignite: Define Your Future World Tour
37 Events - Internal	Merit	AdFarm	In House	AdFarm Royal Roundup Event
38 Events - Virtual	First	Kinze Manufacturing	Osborn Barr Paramore	Kinze Oldest Running Cart Contest
39 Company and Association Newsletters - External	First	Phibro Animal Health Corporation	Brighton Agency	Beyond The Bunk E-Newsletter
39 Company and Association Newsletters - External	Merit	Purina Animal Nutrition	Filament	CheckPoint Newsletter
40 Company and Association Magazines - External	First	National Cattlemen's Beef Association	In House	National Cattlemen Directions
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	Merck Animal Health	AdFarm	Merck Animal Health Intelligence Message Platform
42 Audio/Video Broadcast News	First	National Corn Growers Association	NCBA's Cattlemen To Cattlemen	Corn And Beef: The Value Of Exports To Both Commodities
42 Audio/Video Broadcast News	Merit	Climate LLC	Coolfire Studios	A Farmer's Journey Rural America Live
43 Audio/Video Feature or Testimonial	First	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
43 Audio/Video Feature or Testimonial	Merit	American AgCredit	In House	American AgCredit Brand Refresh Video Announcements

Agricultural Audiences - Digital

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	Corteva Agriscience	Bader Rutter	Digital Ads For LandVisor TM Advanced Brush Management
45 Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	First	Bayer	HLK Agency	Roundup Ready Xtend Crop System: System Of Choice Campaign Landing Page
45 Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	Merit	Bayer	HLK Agency	RNAI Educational Landing Page
46 Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	First	Climate LLC	Paradowski Creative	Climate.org Blog
46 Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	Merit	Sav-A-Caf Young Animal Nutrition / Milk Products, Inc.	Curious Plot	Why Do My Animals Need Electrolytes?
47 Webinars & Podcasts	First	Climate LLC	Coolfire Studios	Shedding Light On Farm Mental Health - Around The Farm Ep. 47
47 Webinars & Podcasts	Merit	Nutrien	AdFarm	Economics: "The Dirt: An Economics Podcast"

Category Name	Place	Company	Agency	Entry Title
48 Email Marketing	First	Bayer	HLK Agency	The Watch Campaign
48 Email Marketing	Merit	Bayer	HLK Agency	Trivia Challenge
49 Social Community Building and Engagement	First	John Deere	Foundry 360	Everyone Loves Harvest - Social Campaign
49 Social Community Building and Engagement	Merit	Bayer	HLK Agency	Roundup Ready XTEND Crop System's Beyond The Fields Social Campaign
50 Social tactic	First	Purina Animal Nutrition	Filament	Purina® Horse Of The Month Contest
50 Social tactic	Merit	Bayer Crop Science	Osborn Barr Paramore	DEKALB / Field Of Dreams
51 Smartphone Apps	First	AMVAC	AdFarm	Showpad Potato Experience
52 Other Digital Tools	First	John Deere	Successful Farming Custom Solutions	Gain Ground Video Games
52 Other Digital Tools	Merit	Bayer Crop Science	Osborn Barr Paramore	DEKALB Asgrow Deltapine / Holiday Video 2021

Consumer Audiences

54 Company or Producer-Funded Advertising Campaign Element directed to consumers	First	United Soybean Board	Osborn Barr Paramore	Missouri Soybean Mural Wall
55 Company or Producer-Funded PR Campaign directed to consumers	First	National Cattlemen's Beef Association	In House	Beefing Up Sustainability
55 Company or Producer-Funded PR Campaign directed to consumers	Merit	National Cattlemen's Beef Association	In House	Beefing Up Sustainability For Kids
56 Company or Producer-Funded PR Campaign Element directed to consumers	First	National Cattlemen's Beef Association	In House	Beefing Up Sustainability With The San Diego Seals
56 Company or Producer-Funded PR Campaign Element directed to consumers	Merit	National Cattlemen's Beef Association	In House	Beefing Up Sustainability With The New York Times
57 Website directed to consumers	First	Trophy Properties and Auction	Osborn Barr Paramore	Trophy Properties And Auction Website
57 Website directed to consumers	Merit	The Cowboy Artists of America	Cultivate Agency	Cowboy Artists Of America Website
58 Social Media campaign directed to consumers	First	North American Meat Institute (NAMI)	Signal Theory	The Protein Pact Social Media Campaign
58 Social Media campaign directed to consumers	Merit	United Soybean Board	Osborn Barr Paramore	Soy Switchers Videos
59 Influencer Activation directed to consumers	First	Nicholas Meat, LLC	Look East	Nicholas Meat Community Advisory Panel
59 Influencer Activation directed to consumers	Merit	United Soybean Board	Osborn Barr Paramore	Chef Chad Rosenthal High Oleic Soybean Oil Activation

Specialty Audiences

Category Name	Place	Company	Agency	Entry Title
60 Specialty Advertising Campaign	First	Diamond Pet Foods	Woodruff	Diamond Pet Foods: Puppy Love Email Series
60 Specialty Advertising Campaign	Merit	Vetoquinol	ModOp	IMOXI Designer Labels
62 Specialty Campaign Elements	First	Corteva Agriscience	Bader Rutter	Vistas® E-Newsletter For Vegetation Management Professionals
62 Specialty Campaign Elements	Merit	Vetoquinol	ModOp	IMOXI Designer Labels

Best of Show

Agricultural Audiences - Advertising

Integrated Campaign - National

John Deere

In House

John Deere "For The Farmers" National Campaign

Agricultural Audiences - Digital

Other Digital Tools

John Deere

Successful Farming Custom Solutions

Gain Ground Video Games

Specialty Audiences

Specialty Advertising Campaign

Diamond Pet Foods

Woodruff

Diamond Pet Foods: Puppy Love Email Series

Agricultural Audiences - Public Relations

Events - Internal

Channel

HLK Agency

Seedsmen Ignite: Define Your Future World Tour

Consumer Audiences

Social Media campaign directed to consumers

North American Meat Institute (NAMI)

Signal Theory

The Protein Pact Social Media Campaign

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.