

# Region 3 Best of NAMA Winners

## Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
1	Integrated Campaign - Local	First	South Dakota Corn	Paulsen	SD Corn: It All Starts With A Seed Campaign
1	Integrated Campaign - Local	Merit	Peterson Farm Seeds	Paulsen	Peterson Farm Seeds Geek Out
2	Integrated Campaign - Regional	First	American AgCredit	Meyocks	American AgCredit 2022 Brand Refresh
2	Integrated Campaign - Regional	Merit	Farm Credit Services of America	Meyocks	Farm Credit Services of America Brand Campaign Refresh
3	Integrated Campaign - National	First	Dairy Management Inc.	Paulsen	DMI Making Every Drop Count Campaign
3	Integrated Campaign - National	Merit	Pivot Bio	AKC Marketing	Pivot Bio Originals Bring the "Agri-Tainment"
4	New Product Introduction	First	WinField United	Curious Plot	UltraLock Adjuvant Product Launch Campaign
4	New Product Introduction	Merit	Pivot Bio	AKC Marketing	It's ON: The Nitrogen You Need! Now On-Seed!
5	Spreads, single or series	First	Wyffels Hybrids	O&H Brand Design	Make a Stand
5	Spreads, single or series	Merit	Pivot Bio	AKC Marketing	It's ON: The Nitrogen You Need! Now On-Seed!
6	Single-page Ads, single	First	Elanco Animal Health	Curious Plot	Elanco Insecticide Ear Tags Portfolio: Clear the Air
6	Single-page Ads, single	Merit	Iowa Beef Industry Council	Paulsen	Iowans Prefer Beef Print Ad
7	Single-page Ads, series	First	Lely North America	AKC Marketing	A Better Dairy Solution: World Dairy Expo 2022 Dairy Star Ad
7	Single-page Ads, series	Merit	Dairy Management Inc.	Paulsen	DMI Partnerships Print
8	Trade Ads, single or series	First	Prairie Malt	Paulsen	Prairie Pils Print Ad
8	Trade Ads, single or series	Merit	Prairie Malt	Paulsen	Prairie Select Print Ad
9	Unique Print Advertising	First	South Dakota Corn	Paulsen	SD Corn Gatefold
9	Unique Print Advertising	Merit	Corteva Agriscience	Bader Rutter	Pioneer Brand A-Series Soybeans: "Like No Other" High Impact Advertising
10	Advertorials	First	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	That's Why I Join: MSGA VP Sees Value in Membership
10	Advertorials	Merit	Illinois Soybean Association	CLUTCH	The Checkoff That Pays Off Advertorial Series
11	Radio - Single	First	Wyffels Hybrids	O&H Brand Design	Drum Roll
11	Radio - Single	Merit	BASF	CLUTCH	BASF Dry Bean Pressure Radio Ad
12	Radio - Series	First	Wyffels Hybrids	O&H Brand Design	Plant Your Independence
12	Radio - Series	Merit	Corteva Agriscience	Bader Rutter	Pioneer Brand A-Series Soybeans: "Like no other" radio series
13	Television - Single or Series	First	South Dakota Corn	Paulsen	SD Corn It All Starts With A Seed Animated Spots
13	Television - Single or Series	Merit	CFI Tire	In House	TV Spot: If You're Not Moving, You're Not Making Money
14	Audiovisual Presentations directed at farmers, ranchers and growers	First	Pivot Bio	AKC Marketing	The Farmers' Table
14	Audiovisual Presentations directed at farmers, ranchers and growers	Merit	CHS Inc.	Colle McVoy	Corporate Videos
15	Audiovisual Presentations directed at dealers, distributors, sales reps or others serving agribusiness	First	AgReliant Genetics	MorganMyers	The Power of the Parent Video

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16	Direct Mail-directed at farmers, growers and ranchers - flat	First	Vermeer Corporation	Lessing-Flynn	Vermeer Forage Full-Line Lead Direct Mailer
16	Direct Mail-directed at farmers, growers and ranchers - flat	Merit	FMC	Curious Plot	Xyway Brand Fungicides Direct Mail
17	Direct Mail-directed at farmers, growers and ranchers - three dimensional	First	Boehringer Ingelheim Animal Health USA Inc	broadhead.	BRD Battle Plan Launch Kit
17	Direct Mail-directed at farmers, growers and ranchers - three dimensional	Merit	Kemin Animal Nutrition & Health - North America	Lessing-Flynn	FORMYL Na Wrecking Ball Direct Mail
18	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	First	AXON	CFI Solutions	AXON Dealer Prospect Direct Mail
18	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Corteva Agriscience	Bader Rutter	Pioneer Brand A-Series Soybeans: "Like No Other" Custom Hats
19	Billboards or other outdoor ads	First	South Dakota Corn	Paulsen	SD Corn It All Starts With A Seed Billboard
19	Billboards or other outdoor ads	Merit	WinField United	Curious Plot	Ultralock Billboard
20	Customer Brochures, Catalogs-farmer directed	First	WinField United	Curious Plot	Field Performance Product Directory
20	Customer Brochures, Catalogs-farmer directed	Merit	Cargill Animal Nutrition & Health	Padilla	2021 Cargill Global Mycotoxins Report
21	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	First	AXON	CFI Solutions	AXON Tire Resource Desk Pad
21	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	Merit	WinField United	Curious Plot	Ascend Retailer Packet
22	Point-of-purchase materials	First	Prairie Malt	Paulsen	Prairie Malt Salzgitter Pilsner Bag
22	Point-of-purchase materials	Merit	Mustang Seeds	Caliber	60 Years of Seeds
23	Exhibits -Live	First	Minnesota Soybean	Ag Management Solutions	The Game of Soy
23	Exhibits -Live	Merit	Boehringer Ingelheim Animal Health USA Inc	broadhead.	Complete Confidence at World Pork Expo
25	Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	First	Mustang Seeds	Caliber	Still Cool After 60 Years
25	Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	Merit	Mustang Seeds	Caliber	Cheers to 60 Years!
26	Corporate Identity	First	Amber Wave	Curious Plot	Amber Wave Brand Identity
26	Corporate Identity	Merit	Mustang Seeds	Caliber	60th Anniversary Branding
27	Advertising to Agribusiness	First	Paulsen	In House	Paulsen Anatomy of Agriculture
27	Advertising to Agribusiness	Merit	SharkFarmer	Ten Acre Marketing	SharkFarmer Media Kit

## **Agricultural Audiences - Public Relations**

28	Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	First	Stine Seed Company	Trilix	The 2022 Stine Women in Ag Campaign
29	Media Relations	First	Illinois Soybean Association	CLUTCH	The Beautiful Scars - Farm Journal Article
29	Media Relations	Merit	AgReliant Genetics	MorganMyers	AgReliant Genetics Media Relations Campaign
31	Brand Citizenship	First	Stine Seed Company	Trilix	The 2022 Stine Women in Ag Campaign
31	Brand Citizenship	Merit	CHS Inc.	Colle McVoy	Cenex Hometown Pride

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32	Unique Sponsorship Campaign	First	The SCN Coalition	MorganMyers	SCN Root Check Sponsored by Valent USA
32	Unique Sponsorship Campaign	Merit	JCB North America	Paulsen	JCB Rodeo Campaign
33	News, Feature Article or Persuasive writing - Trade Media	First	CHS Inc.	Colle McVoy	Under Attack
33	News, Feature Article or Persuasive writing - Trade Media	Merit	CHS Inc.	Colle McVoy	Grounded In Grain
34	News Release-Ag Media	First	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	"Making History": MN Soybean Checkoff investment leads to first US soybean meal shipment to Uzbekistan
34	News Release-Ag Media	Merit	Purina Animal Nutrition	Filament	Feedlot Management Tip
35	Events - Customer	First	Bushel	Ten Acre Marketing	Bushel Customer Conference
35	Events - Customer	Merit	Specialty Soya and Grains Alliance	Ag Management Solutions	Transportation go!
36	Events - Media	First	Landus Cooperative	Lessing-Flynn	The Clean Water Collaboration that Flooded the News Cycle
36	Events - Media	Merit	Corteva Agriscience	Bader Rutter	Corteva Agriscience Media Day: Finding Success Through Challenging Seasons
37	Events - Internal	First	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	The Future of Soybeans Retreat
37	Events - Internal	Merit	Black Gold Farms	Ten Acre Marketing	Visions in Ag
38	Events - Virtual	First	Lely North America	AKC Marketing	Lely Vector Owner Virtual Roundtable
39	Company and Association Newsletters - External	First	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	Minneline
39	Company and Association Newsletters - External	Merit	Specialty Soya and Grains Alliance	Ag Management Solutions	SSGA E-Newsletter: Inside Look
40	Company and Association Magazines - External	First	Minnesota Soybean Growers Association	Ag Management Solutions	Soybean Business Magazine
40	Company and Association Magazines - External	Merit	CHS Inc.	Colle McVoy	C Magazine: "C" the Value of the Cooperative System
41	Company Publications - Internal	First	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	Minnesota Soybean Annual Report
41	Company Publications - Internal	Merit	Farmers Mutual Hail Insurance Company	In House	The Cloud
42	Audio/Video Broadcast News	First	Pivot Bio	AKC Marketing	Pivot Bio Originals
43	Audio/Video Feature or Testimonial	First	Corteva Agriscience	Bader Rutter	Sponsorship of Brownfield Ag News' Managing for Profit radio program
43	Audio/Video Feature or Testimonial	Merit	South Dakota Corn	Paulsen	SD Soybean Around Here Sioux Falls Video

## **Agricultural Audiences - Digital**

44	Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	First	Vermeer Corporation	Lessing-Flynn	Vermeer Forage Weather Triggered Ads
44	Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	Merit	Dairy Management Inc.	Paulsen	DMI Making Every Drop Count Digital
45	Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	First	Stine Seed Company	Trilix	The Stine Yield+ Corn Tour Microsites
45	Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	Merit	Specialty Soya and Grains Alliance	Ag Management Solutions	SSGA Identity Preserved Website

	<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
46	Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	First	South Dakota Corn Council	Paulsen	This Is Farming Economy Blog
46	Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	Merit	Stine Seed Company	Trilix	2022 Stine® Women in Agriculture Blogs
47	Webinars & Podcasts	First	U.S. Highbush Blueberry Council	Padilla	USHBC "The Business of Blueberries" Podcast
47	Webinars & Podcasts	Merit	Stine Seed Company	Trilix	The Stine Seedcast
48	Email Marketing	First	Champion Seed	Lessing-Flynn	Champion Seed eNewsletter
49	Social Community Building and Engagement	First	Lely North America	AKC Marketing	43: 2022 June Dairy Month Social Campaign
49	Social Community Building and Engagement	Merit	Purina Animal Nutrition	Filament	Ecosystem Diversification
50	Social tactic	First	Purina Animal Nutrition	Filament	Feed Greatness® Challenge Trial Program A+B Test
50	Social tactic	Merit	Purina Animal Nutrition	Filament	Flock Feed Chat Bot
51	Smartphone Apps	First	South Dakota Beef Industry Council / Beef Logic	Paulsen	South Dakota Beef: Build Your Base Brand Traction Website
52	Other Digital Tools	First	Stine Seed Company	Trilix	Stine® Seed: Dedicated to Yield Hype Video
52	Other Digital Tools	Merit	Pivot Bio	AKC Marketing	Farm Truck with the Diesel Brothers

## Consumer Audiences

53	Company or Producer-Funded Advertising campaign directed to consumers	First	South Dakota Corn Council	Paulsen	SD Corn: It All Starts With A Seed Campaign
53	Company or Producer-Funded Advertising campaign directed to consumers	Merit	South Dakota Beef Industry Council	Paulsen	Build Your Base with Beef Program Assets
54	Company or Producer-Funded Advertising Campaign Element directed to consumers	First	CHS Inc.	Colle McVoy	Powered Locally
54	Company or Producer-Funded Advertising Campaign Element directed to consumers	Merit	South Dakota Beef Industry Council	Paulsen	Build Your Base with Beef Olympian Videos
55	Company or Producer-Funded PR Campaign directed to consumers	First	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	Stepping Up: From Farm to Frontline
55	Company or Producer-Funded PR Campaign directed to consumers	Merit	US Highbush Blueberry Council	Padilla	USHBC Blueberry Month
56	Company or Producer-Funded PR Campaign Element directed to consumers	First	Clean Fuels Alliance America	Ag Management Solutions	Crushing Carbon: Biodiesel is Working Now
56	Company or Producer-Funded PR Campaign Element directed to consumers	Merit	American Seed Trade Association (ASTA)	Meyocks	ASTA Treated Seed Benefits Video
58	Social Media campaign directed to consumers	First	Lely North America	AKC Marketing	DIDJUNO? IowaDairyFarmer Videos
58	Social Media campaign directed to consumers	Merit	Iowa Corn Growers	MorganMyers	Iowans Win Social Media Campaign
59	Influencer Activation directed to consumers	First	Purina Animal Nutrition	Filament	Purina Flock Influencers

## Specialty Audiences

60	Specialty Advertising Campaign	First	Sipcam Agro USA, Inc.	Woodruff	Sipcam Agro USA: ETQ Campaign
60	Specialty Advertising Campaign	Merit	Kemin Animal Nutrition & Health - North America	Lessing-Flynn	KemTRACE Chromium Equine Ad Campaign
61	Specialty PR Campaign	First	Purina Animal Nutrition	Filament	2021 Flock-Tober

## Best of Show

### Agricultural Audiences - Advertising

Exhibits - Live

Minnesota Soybean

Ag Management Solutions

The Game of Soy

### Agricultural Audiences - Digital

Advertising on the Web - Directed at farmers, ranchers or growers, and all others serving agriculture

Vermeer Corporation

Lessing-Flynn

Vermeer Forage Weather Triggered Ads

### Agricultural Audiences - Public Relations

Unique Sponsorship Campaign

The SCN Coalition

MorganMyers

SCN Root Check Sponsored by Valent USA

### Consumer Audiences

Company or Producer-Funded Advertising campaign directed to consumers

South Dakota Corn

Paulsen

SD Corn: It All Starts With A Seed Campaign

## Specialty Audiences

Specialty Advertising Campaign

Sipcam Agro USA, Inc.

Woodruff

Sipcam Agro USA: ETQ 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.**