

Region III Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Ambassador Supply / Quality Structures Inc.	Paulsen	Quality Structures Inc. Rebrand Campaign
1 Multimedia Campaigns-Local	Merit	Compeer Financial	Bader Rutter	Goal-Getters Campaign
2 Multimedia Campaigns-Regional	First	Peterson Farms Seed	Paulsen	We're That Kind Of Seed Company
2 Multimedia Campaigns-Regional	Merit	Dragotec	The Meyocks Group	Dragotec Harvest Research Campaign
3 Multimedia Campaigns-National	First	Cargill	Padilla	The Heroes Who Nourish Are Essential To Feeding The World
3 Multimedia Campaigns-National	Merit	Pioneer	Bader Rutter	NCGA Campaign
4 New Product Introduction	First	Cargill	Yamamoto	Plaid Perks Program Launch
4 New Product Introduction	Merit	Pioneer	Bader Rutter	Launch Campaign For Pioneer® Enlist E3® Soybeans
5 Spreads, single or series	First	Wyffels Hybrids	O&H Brand Design	Historical Ads
5 Spreads, single or series	Merit	Pioneer	Bader Rutter	Pioneer NCGA Print Campaign
6 Single-page Ads, single	First	Syngenta	Martin Williams Advertising	Agrisure Duracade "Rotate" Print Ad
6 Single-page Ads, single	Merit	Compeer Financial	Bader Rutter	Goal-Getters Dairy Print Ad
7 Single-page Ads, single entry, series	First	Syngenta	Martin Williams Advertising	Miravis Prime Print Series
7 Single-page Ads, single entry, series	Merit	Wyffels Hybrids	O&H Brand Design	Vote Wyffels
8 Trade Ads, single or series	First	Prairie Malt	Paulsen	Prairie Malt Product Print Ads
8 Trade Ads, single or series	Merit	Farmers Mutual Hail Company of Iowa	In House	Choose FMH Ad Series
9 Unique Print Advertising	First	WinField United	Colle McVoy	AAPP Program Launch Insert
9 Unique Print Advertising	Merit	Pivot Bio	AKC Marketing	Pivot Bio PROVEN® - Weatherproof Nitrogen
10 Advertorials	First	Pivot Bio	AKC Marketing	A Daily Dose Of Nitrogen - Pivot Bio PROVEN®
10 Advertorials	Merit	The Mosaic Company	broadhead.	Aspire Advertorial
11 Radio - Single	First	Wyffels Hybrids	O&H Brand Design	Political Ad
11 Radio - Single	Merit	The Mosaic Company	broadhead.	Aspire Radio Spot - "B & M" :30
12 Radio - Series	First	Pioneer	Bader Rutter	Pioneer Audio Tour
12 Radio - Series	Merit	Wyffels Hybrids	O&H Brand Design	Independence Is a Family Tradition
13 Television - Single or Series	First	Peterson Farms Seed	Paulsen	We're That Kind Of Seed Company TV Spots
13 Television - Single or Series	Merit	Kubota Tractor Corporation	Martin Williams Advertising	Kubota Sidekick Agriculture TV
14 Audiovisual Presentations directed to farmers, growers and ranchers	First	Farmers Mutual Hail Company of Iowa	AgriLife Studios	FMH Precision Story
14 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Great Plains Manufacturing	Paulsen	Great Plains Brand Video
15 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Cargill	Padilla	How Growing Cocoa Grows Communities
16 Direct Mail-directed to farmers, growers and ranchers - flat	First	Wyffels Hybrids	In House	"Refreshing" Prospect Mailer
16 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	FMC	FLM Harvest	One Size Fits Yours
17 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Lely North America	AKC Marketing	Lely Dutch Coffee Treat Mailier
17 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Alltech	Paulsen	Yea-Sacc Value Test
19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	CHS, Inc.	broadhead.	Allegiant Seed Direct Mail Piece

Category Name	Place	Company	Agency	Entry Title
20 Billboards or other outdoor ads	First	Pivot Bio	AKC Marketing	Nitrogen's Turning Point
20 Billboards or other outdoor ads	Merit	FMC	FLM Harvest	First Name. Last Word. Authority TM Edge Herbicide
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Farmers Mutual Hail Company of Iowa	In House	FMH Precision Guide
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Pivot Bio	AKC Marketing	Pivot Bio PROVEN® Promotional Booklet
22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Stine Seed Company	Trilix	Stine® 2021 Seed Catalog And Specialty Hat
22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Pivot Bio	AKC Marketing	Breaking New Ground
23 Point-of-purchase materials	First	Bekaert	Paulsen	Bekaert Dealer Kiosk
23 Point-of-purchase materials	Merit	Flavorful Brands, LLC	The Meyocks Group	Goldies Packaging And POS
24 Exhibits -Live	First	WinField United	Colle McVoy	WinField United Trade Show
26 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Boehringer Ingelheim Animal Health USA, Inc. - Cattle Division	broadhead.	LongRange - Meeting In A Bucket
26 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	WinField United	Colle McVoy	CROPLAN Elite Grower Program Promotion
27 Corporate Identity	First	Heartland AG Systems	Clutch Performance	Heartland AG Systems Rebranding
27 Corporate Identity	Merit	CHS, Inc.	Annette Bertelsen & Bill Winchester	Less Worry: CHS Hedging Brand Refresh
28 Advertising to agribusiness	First	AgriLife Studios	In House	Still Farming - One Farmer's Story

Agricultural Audiences - Public Relations

29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Sound Agriculture	Padilla	Sounds Like Magic, Works Like Science - Launching Source
29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	FMC	FLM Harvest	Xyway TM Brand Fungicides: Market Conditioning
30 Media Relations	First	WinField United	Colle McVoy	Using Data To Drive Profitable Decisions
30 Media Relations	Merit	Case IH	Bader Rutter	Father's Day Media Relations One-Pager
32 Brand Citizenship	First	Compeer Financial	In House	Compeer Financial Blue Ribbon Project
32 Brand Citizenship	Merit	Stine Seed Company	Trilix	Iowa Women In Agriculture Campaign
33 News, Feature Article or persuasive writing - Trade Media	First	Cargill	Padilla	Can Farmers And Forests Coexist?
33 News, Feature Article or persuasive writing - Trade Media	Merit	CHS, Inc.	Colle McVoy	Growing Paw-Portunities
34 News Release-Ag Media	First	WinField United	Colle McVoy	6 Million Data Points Fuel The Next Generation Of Ag Prescription Services
34 News Release-Ag Media	Merit	CLAAS of America	Woodruff	CLAAS Introduces The Lexion 6000 Series Straw Walker Combines
36 Events - Media	First	WinField United	Colle McVoy	Partnering With Ag Media To Amplify Agronomic Solutions, Virtually
38 Events - Virtual	First	Pivot Bio	AKC Marketing	2021 Pivot Bio Proven Sales Blast-Off
39 Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	First	WinField United	Colle McVoy	Timely, Personalized Email Insights For The Modern Farmer
39 Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	Merit	Ag Management Solutions	In House	Minneline
40 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	CHS Inc.	Colle McVoy	C Magazine: Helping America "C" The Value Of Cooperative Ownership

Category Name	Place	Company	Agency	Entry Title
40 Company and Association magazines - Merit External - directed to farm customers, prospects or others serving agribusiness		Ag Management Solutions	Funkiture, Inc.	Soybean Business Magazine
41 Company Publications - Internal	First	ChS, Inc.	In House	Safety Matters: CHS Global Grain & Processing Employee Newsletter
42 Company Publications - Annual Reports	First	South Dakota Corn	Paulsen	South Dakota Corn Annual Report
42 Company Publications - Annual Reports	Merit	Ag Management Solutions	Funkiture, Inc.	Minnesota Soybean Annual Report
43 Audio/Video Broadcast News	First	Merck Animal Health	MorganMyers	Merck Animal Health Cattlemen To Cattlemen Segment
44 Audio/Video Feature or Testimonial	First	Pivot Bio	AKC Marketing	Pivot Bio Grower Story
44 Audio/Video Feature or Testimonial	Merit	Cargill	Padilla	These Are The Heroes Who Nourish: Feeding Intelligence

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Cargill	Yamamoto	Plaid Perks "Barnyard Montage" Online Video
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Boehringer Ingelheim Animal Health USA, Inc. - Cattle Division	broadhead.	Pyramid And Express FP "Relentless Protection" Digital Banner Ads
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Farm Credit Services of America	The Meyocks Group	Farm Credit Services Of America Farmland Website
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	America's Cultivation Corridor	The Meyocks Group	America's Cultivation Corridor Website
47 Blogs	First	Cenex	Colle McVoy	Closing The Ag Tech Info Gap With Insights From Cenex
48 Social Community Building and Engagement - Social Campaign	First	WinField United	Colle McVoy	Planting The Seed For Groundbreaking Social Content
48 Social Community Building and Engagement - Social Campaign	Merit	Stine Seed Company	Trilix	Iowa Women In Agriculture Campaign
49 Social tactic - a specific activity	First	Pivot Bio	AKC Marketing	Pivot Bio And FFA Video Challenge
49 Social tactic - a specific activity	Merit	The Mosaic Company	broadhead.	The Expert's Table Video Series
51 Other non-Smartphone Digital Media	First	WinField United	Colle McVoy	CROPLAN Digital Seed Guide
51 Other non-Smartphone Digital Media	Merit	Boehringer Ingelheim Animal Health USA, Inc. - Cattle Division	broadhead.	Longrange - Payoff Projector Webpage
52 Digital Marketing Tools	First	Farm Credit Services of America	The Meyocks Group	Farm Credit Services Of America Crop Insurance Acreage Reporting Animated Video
52 Digital Marketing Tools	Merit	Wyffels Hybrids	O&H Brand Design	Corn Rootworm Monitoring Online Tool

Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	South Dakota Corn	Paulsen	South Dakota Corn Bugs!
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	South Dakota Corn	Paulsen	South Dakota Corn Bugs! TV
55 Company or Producer-Funded PR campaign directed to consumers	First	Cenex	Exponent PR	Sharing Hometown Pride
55 Company or Producer-Funded PR campaign directed to consumers	Merit	Land O'Lakes Dairy Foods	Colle McVoy	Where Goodness Grows
56 Company or Producer-Funded PR campaign element directed to consumers	First	Minnesota Corn Growers Association	AgriLife Studios	The Farmer's Voice - Video Series
57 Website directed to consumers	First	Flavorful Brands, LLC	The Meyocks Group	Goldies Website
58 Social Media campaign directed to consumers	First	Iowa Egg Council	Inspire PR Group	National Egg Month 2020
58 Social Media campaign directed to consumers	Merit	AgChoice Farm Credit	The Meyocks Group	Agchoice Land Buyer And Builder Social And Paid Search Campaign

Specialty Audiences

59 Specialty advertising campaign	First	Cargill	Yamamoto	ProForce® Relaunch Campaign
59 Specialty advertising campaign	Merit	Exclusive Pet Foods	FLM Harvest	Dogs Will Be Dogs
60 Specialty PR campaign	First	FLM Harvest	In House	Seed to Succeed
61 Specialty campaign elements - single or series	First	Purina Animal Nutrition	Filament	Flock-Tober® Coop Signs
61 Specialty campaign elements - single or series	Merit	Cargill	Yamamoto	SafeChoice® Freestanding In-Store Feed Selector

Best of Show

Agricultural Audiences - Advertising

Television - Single or Series

Peterson Farms Seed

Paulsen

We're That Kind Of Seed Company TV Spots

Agricultural Audiences - Digital

Social Community Building and Engagement - Social Campaign

WinField United

Colle McVoy

Planting The Seed For Groundbreaking Social Content

Specialty Audiences

Specialty campaign elements - single or series

Purina Animal Nutrition

Filament

Flock-Tober® Coop Signs

Agricultural Audiences - Public Relations

Company and Association newsletters - External - farmers, ranchers, or dealer and distributors

WinField United

Colle McVoy

Timely, Personalized Email Insights For The Modern Farmer

Consumer Audiences

Company or Producer-Funded PR campaign directed to consumers

Cenex

Exponent PR

Sharing Hometown Pride

Note: All first & merit winners are eligible to advance equally to the national judging. You'll receive an email from the national NAMA office by Feb. 1 instructing how to advance. Those that win at the national judging will be announced at the Best of NAMA Ceremony kicking off the Agri-Marketing Conference in Kansas City.