

Region 3 Best of NAMA Winners

Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
1	Integrated Campaign - Local	First	CHS Inc.	Colle McVoy	Soygreen Campaign
2	Integrated Campaign - Regional	First	Wyffels Hybrids	O&H Brand Design	Plant Your Independence
2	Integrated Campaign - Regional	Merit	FMC	Curious Plot	Mr. Clean, Now Available for Your Corn Fields
3	Integrated Campaign - National	First	WinField United	Curious Plot	Making Waves in the Seed Market With a Rebrand That's Anything But Typical
3	Integrated Campaign - National	Merit	Pioneer Hi-Bred International	Bader Rutter	Declarations campaign for Pioneer® brand products
4	New Product Introduction	First	WinField United	Curious Plot	Introducing Corn Growers To Their New Favorite In-Furrow Product
4	New Product Introduction	Merit	Double L Group	Filament	The Ultimate Ventilation Package
5	Spreads, single or series	First	WinField United	Curious Plot	Midwest Nice? Typical. This spread ad? Anything but.
5	Spreads, single or series	Merit	Wyffels Hybrids	O&H Brand Design	Wyffels Corn Flag: Plant Your Independence
6	Single-page Ads, single	First	Ziegler Ag Equipment	broadhead.	Ziegler Ag Never Settle Print Ad
6	Single-page Ads, single	Merit	Belchim Crop Protection USA, LLC	Paulsen	Belchim: Get Tough on Weeds Campaign
7	Single-page Ads, series	First	Belchim Crop Protection USA, LLC	Paulsen	Belchim: Get Tough on Weeds Campaign
7	Single-page Ads, series	Merit	Agoro Carbon Alliance + Padilla	Padilla	Agoro Carbon Alliance Successful Farming Print Trade Media Ad
9	Unique Print Advertising	First	WinField United	Curious Plot	CROPLAN Ads Too Good to Gate Keep
9	Unique Print Advertising	Merit	FMC	Curious Plot	Cultivating Mental Health
10	Advertorials	First	WinField United	Curious Plot	Get A Grip on Biologicals
10	Advertorials	Merit	Dairy Management Inc.	Paulsen	Making Every Drop Count Advertorials
11	Radio - Single	First	Wyffels Hybrids	O&H Brand Design	Cheeseburger
11	Radio - Single	Merit	Burrus Seed	Paulsen	Burrus Seed: You Know Burrus Campaign Radio
12	Radio - Series	First	Pioneer Hi-Bred International	Bader Rutter	Declarations Radio
12	Radio - Series	Merit	Belchim Crop Protection USA, LLC	Paulsen	Get Tough On Weeds Radio Ad Series
13	Television - Single or Series	First	Corteva Agriscience	Two Rivers Marketing	Pioneer What's Next Happens Here TV Spot
13	Television - Single or Series	Merit	AGCO	Colle McVoy	Luke Bryan Talks Fendt On Big 10
14	Audiovisual Presentations directed at farmers, ranchers and growers	First	Corteva Agriscience	Bader Rutter	"Technical Talk: RNAI In Vorceed™ Enlist® Corn
14	Audiovisual Presentations directed at farmers, ranchers and growers	Merit	Unverferth Manufacturing Co., Inc.	Trilix	Unverferth 75th Anniversary Video
15	Audiovisual Presentations directed at dealers, distributors, sales reps or others serving agribusiness	First	Wyffels Hybrids	AgriLife Studios	"Why Not Wyffels"
16	Direct Mail-directed at farmers, growers and ranchers - flat	First	Precision Risk Management	In-House	PRF Optimizer
17	Direct Mail-directed at farmers, growers and ranchers - three dimensional	First	Pivot Bio	AKC Marketing	Pivot Bio On-Seed Pop Up
17	Direct Mail-directed at farmers, growers and ranchers - three dimensional	Merit	Syngenta	G&S Business Communications	Miravis Top Built Tougher Kits

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18	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	First	BASF	CLUTCH Performance	Stand Up for Your Corn Retailer Activation Kit
18	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Corteva Agriscience	Bader Rutter	Corteva Rice: Early + Strong direct mail
19	Billboards or other outdoor ads	First	AGCO	Colle McVoy	Raising The Bar On OOH With The Fendt Rogator
19	Billboards or other outdoor ads	Merit	WinField United	Curious Plot	Bringing Big Root Energy to Answer Plot Events to Drive PGR Adoption
20	Customer Brochures, Catalogs-farmer directed	First	Pivot Bio	AKC Marketing	Pivot Bio 2024 Grower Handbook
20	Customer Brochures, Catalogs-farmer directed	Merit	Farmers Mutual Hail Company of Iowa	In-House	Producer's Guide
21	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	First	Art's Way Manufacturing	Lessing-Flynn	Art's Way Dealer Recruitment Playbook, Worksheets & Annual Sales Meeting Launch
21	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	Merit	CHS Inc.	Colle McVoy	Think Outside the Seed Treatment Box: STI Customized Brochure
22	Point-of-purchase materials	First	Wyffels Hybrids	In-House	Wyffels Corn Flag Field Sign
23	Exhibits -Live	First	Minnesota Soybean	Ag Management Solutions	Planting for the Future
23	Exhibits -Live	Merit	Pivot Bio	AKC Marketing	Pivot Bio 2023 Farm Progress Show Booth
25	Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	First	Wyffels Hybrids	O&H Brand Design	Plant Your Independence Merchandise Site
25	Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	Merit	CHS Inc.	Colle McVoy	Allegiant Seed Popcorn Bags
26	Corporate Identity	First	Fire & Salt Co.	AgCulture Marketing	Fire & Salt Brand Design
26	Corporate Identity	Merit	Northland Potato Growers	Ten Acre Marketing	Brand Update
27	Advertising to Agribusiness	First	Paulsen	In-House	Paulsen Anatomy of Agriculture Print

Agricultural Audiences - Public Relations

28	Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	First	Agoro Carbon Alliance	Padilla	Reducing Ag's Carbon Footprint - One Million Acres at a Time
28	Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	Merit	ADM	DKY and AgriLife Studios	Faces of Food PR Campaign
29	Media Relations	First	Boehringer Ingelheim Cattle Health	broadhead.	We Packed You a Lunchbox for Your Deworming Crash Course
29	Media Relations	Merit	Elanco Animal Health	Curious Plot	Elevating the Elanco Cattle Business Unit Reputation
30	Public Affairs/Issues Management Program	First	East River Electric Power Cooperative	Paulsen	East River Electric Public Affairs Campaign
31	Brand Citizenship	First	CHS Inc.	Colle McVoy / Exponent	Fueling Community Connection Across Rural America
31	Brand Citizenship	Merit	Stine Seed Company	Trilix	Stine and Make-A-Wish Iowa's Harvesting Wishes Program
32	Unique Sponsorship Campaign	First	CHS Inc.	Colle McVoy	From the Farm League, to the Big Leagues, We Cover Every Base In Agriculture
32	Unique Sponsorship Campaign	Merit	The SCN Coalition	MorganMyers	National Nematode Day Sponsored by Bayer, BASF, Nufarm and Syngenta

	Category Name	Place	Company	Agency	Entry Title
33	News, Feature Article or Persuasive writing - Trade Media	First	CHS Inc.	Colle McVoy	Value-Added Spirits
33	News, Feature Article or Persuasive writing - Trade Media	Merit	Diamond V	Black Dirt Communications	Platinum Heifers
34	News Release-Ag Media	First	Minnesota Soybean Growers Association	Ag Management Solutions	MSGA Joins Lawsuit Challenging State's Zero-Emission Vehicle Mandate
34	News Release-Ag Media	Merit	Purina Animal Nutrition	Filament	Multi-Species Grazing Management Tip
35	Events - Customer	First	Lely North America	AKC Marketing	The Lely 1948 VIP Experience
35	Events - Customer	Merit	TELUS Ag & Consumer Goods	Padilla	TELUS Ag & Consumer Goods North Carolina Community Board Launch
36	Events - Media	First	National Pork Producers Council	Bader Rutter	World Pork Expo
36	Events - Media	Merit	AgReliant Genetics	MorganMyers	Tar Spot Summit
37	Events - Internal	First	Wyffels Hybrids	O&H Brand Design	Wyffels Hybrids 2023 Seed Rep Kickoff - Coralville, IA
37	Events - Internal	Merit	CHS Foundation	CLUTCH Performance	CHS Foundation 75th Anniversary
38	Events - Virtual	First	Lely North America	AKC Marketing	Lely Calm 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	National Pork Producers Council	Bader Rutter	Quarterly Economic Update
40	Company and Association Magazines - External	First	Minnesota Soybean Growers Association	Ag Management Solutions	Soybean Business Magazine
41	Company Publications - Internal	First	American AgCredit	Meyocks	American AgCredit 2022 Annual Report
41	Company Publications - Internal	Merit	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	Minnesota Soybean Annual Report
42	Audio/Video Broadcast News	First	Pivot Bio	AKC Marketing	Money Grab In The Cab Season 1
42	Audio/Video Broadcast News	Merit	Farm Credit Services Of America	Meyocks	Margin Protection Crop Insurance Goes Primetime
43	Audio/Video Feature or Testimonial	First	ADM	DKY Inc.	Faces Of Food
43	Audio/Video Feature or Testimonial	Merit	Farm Credit Services Of America	Meyocks	Specialized Lending Customer Testimonials

Agricultural Audiences - Digital

44	Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	First	Ziegler Ag Equipment	broadhead.	Never Settle Digital Ads
44	Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	Merit	The Coalition to Support Iowa's Farmers	Filament	"Beyond" Animated Digital Ads
45	Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	First	WinField United	Curious Plot	Brand New Website Helps Seed Brand Step Out On Its Own
45	Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	Merit	Pivot Bio	AKC Marketing	Pivot Bio Ultimate Ranch Truck Voting
46	Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	First	Pivot Bio	AKC Marketing	Pivot Bio Originals March Madness
46	Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	Merit	CHS Inc.	Colle McVoy	Around The Table

	Category Name	Place	Company	Agency	Entry Title
47	Webinars & Podcasts	First	Cargill	In-House	World Pork Expo Seminar & Webinar Series
47	Webinars & Podcasts	Merit	WinField United	Curious Plot	Monthly Webinar Series Captures Ag Retail Audience In A Record-Breaking Way
48	Email Marketing	First	Central Farm Service Cooperative (CFS)	AgVend	AgVend/CFS Farm Finance Campaign
48	Email Marketing	Merit	WinField United	Curious Plot	You've Got Mail: The Biologicals Leadership Ag Retailers Have Been Asking For
49	Social Community Building and Engagement	First	Merck Animal Health	MorganMyers, Inc.	Merck Animal Health Cattle Influencer Connections
49	Social Community Building and Engagement	Merit	Ziegler Ag Equipment	broadhead.	Never Settle Social Campaign
50	Social tactic	First	Purina Animal Nutrition	Filament	Chatbots
50	Social tactic	Merit	Ziegler Ag Equipment	broadhead.	Never Settle Pre-Roll Video
52	Other Digital Tools	First	Minnesota Soybean Research & Promotion Council	Ag Management Solutions	Meet A Future Farmer - Augmented Reality
52	Other Digital Tools	Merit	Stine Seed Company	Trilix	Stine Seed Company's 2024 Season Kickoff Hype Video

Consumer Audiences

53	Company or Producer-Funded Advertising campaign directed to consumers	First	Land O'Lakes Foodservice	Curious Plot	Choose it. Make it. Own it. Campaign
53	Company or Producer-Funded Advertising campaign directed to consumers	Merit	Northland Potato Growers	Ten Acre Marketing	Advertising Campaign
54	Company or Producer-Funded Advertising Campaign Element directed to consumers	First	U.S. Highbush Blueberry Council	Padilla	Grab A Boost Of Blue
54	Company or Producer-Funded Advertising Campaign Element directed to consumers	Merit	North Dakota Corn Council	Ten Acre Marketing	Common Ground Campaign Video
55	Company or Producer-Funded PR Campaign directed to consumers	First	Seafood from Norway (via Padilla)	Padilla	Norway Seafood
55	Company or Producer-Funded PR Campaign directed to consumers	Merit	Flashfood	Padilla/Food Minds	Taking Flashfood from Startup to Scale-Up
56	Company or Producer-Funded PR Campaign Element directed to consumers	First	South Dakota Soybean Research & Promotion Council	Paulsen	South Dakota Soybean POET Bioproducts Institute Installation
56	Company or Producer-Funded PR Campaign Element directed to consumers	Merit	North Dakota Corn Council	Ten Acre Marketing	Common Ground Podcast
58	Social Media campaign directed to consumers	First	Iowa Pork Producers Association	In-House	Purchase Moore Hamann Bacon
58	Social Media campaign directed to consumers	Merit	Cargill, Inc.	Yamamoto	Nutrena NatureWise Consumer Testimonial Campaign
59	Influencer Activation directed to consumers	First	CHS Inc.	Colle McVoy	How One Dad Reached 322MM People in Rural America With a Single Video
59	Influencer Activation directed to consumers	Merit	National Dairy Council	Padilla-FoodMinds	National Dairy Council's LegenDairy 2023 Influencer Engagement Event

Specialty Audiences

60	Specialty Advertising Campaign	First	Kent Nutrition Group	Nelson Schmidt	Sentinel: "You Know I I Know" Campaign
60	Specialty Advertising Campaign	Merit	Boehringer Ingelheim	broadhead.	Mastering Equine Health with the Art of Horse
61	Specialty PR Campaign	First	Curious Plot	In-House	Pet Thought Leadership from Curious Plot
62	Specialty Campaign Elements	First	Kent Nutrition Group	Nelson Schmidt	Field & Farm Packaging
62	Specialty Campaign Elements	Merit	Bold By Nature	Padilla	Serve The Bold Standard

Best of Show

Agricultural Audiences - Advertising

Corporate Identity

Fire & Salt Co.

AgCulture Marketing

Fire & Salt Brand Design

Agricultural Audiences - Digital

Social Community Building and Engagement

Merck Animal Health

MorganMyers, Inc.

Merck Animal Health Cattle Influencer Connections

Specialty Audiences

Specialty Advertising Campaign

Kent Nutrition Group

Nelson Schmidt

Sentinel: "You Know I I Know" Campaign

Agricultural Audiences - Public Relations

Events - Internal

Wyffels Hybrids

O&H Brand Design

Wyffels Hybrids 2023 Seed Rep Kickoff - Coralville, IA

Consumer Audiences

Social Media campaign directed to consumers

Iowa Pork Producers Association

In-House

Purchase Moore Hamann Bacon

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 2024 Agri-Marketing Conference, April 24-26 in Kansas City, MO.