

# Region 3 Best of NAMA Winners

## Agricultural Audiences - Advertising

| Category Name   | Place | Company  | Agency                      | Entry Title  |
|---|-------|--|-----------------------------|--|
| 1 Multimedia Campaigns-Local  | First | GROWMARK FS                                    | Rhea + Kaiser               | GROWMARK FS Midwest - Yankton Introduction   |
| 1 Multimedia Campaigns-Local  | Merit | East River Electric Power Cooperative          | Paulsen                     | East River Electric Monthly Content Package Farm Safety  |
| 2 Multimedia Campaigns-Regional   | First | Syngenta                                       | Martin Williams Advertising | Acuron GT Creative Campaign  |
| 2 Multimedia Campaigns-Regional   | Merit | CHS Inc.                                       | broadhead.                  | Allegiant Seed For Farmers By Farmers Campaign   |
| 3 Multimedia Campaigns-National   | First | CountryMark                                    | Curious Plot                | Heavy Duty Peace Of Mind   |
| 3 Multimedia Campaigns-National   | Merit | Wilbur-Ellis Agribusiness                      | broadhead.                  | Power of WE Print  |
| 4 New Product Introduction  | First | FMC  | Curious Plot                | How Low Can Your Use Rate Go? Introducing Vantacor Insect Control  |
| 4 New Product Introduction  | Merit | Stine Seed Company                             | Trilix                      | MX Series Corn by Stine®   |
| 5 Spreads, single or series   | First | Cargill Animal Nutrition                       | Turnpike                    | Dairy MAX  |
| 5 Spreads, single or series   | Merit | Corteva Agriscience                            | Bader Rutter                | Kyber Herbicide 2021 Kyber Clean spread ad   |
| 6 Single-page Ads, single   | First | Pioneer  | Bader Rutter                | Married a Farmer   |
| 6 Single-page Ads, single   | Merit | UPL  | Woodruff                    | Fumigants Print Ad   |
| 7 Single-page Ads, single entry, series   | First | Wyffels Hybrids                                | O&H Brand Design            | All the Things   |
| 7 Single-page Ads, single entry, series   | Merit | Wilbur-Ellis Agribusiness                      | broadhead.                  | Power of WE Print  |
| 8 Trade Ads, single or series   | First | Prairie Malt                                   | Paulsen                     | Paririe Malt Product Print Ad  |
| 8 Trade Ads, single or series   | Merit | Farmers Mutual Hail Company of Iowa            | In House                    | America's Crop Insurance Co. Ad  |
| 9 Unique Print Advertising  | First | Wyffels Hybrids                                | O&H Brand Design            | 100 Little Things  |
| 9 Unique Print Advertising  | Merit | Pivot Bio                                      | AKC Marketing               | Pivot Bio Groundwork for a Successful Season Cover Wrap  |
| 10 Advertorials   | First | CHS Inc.                                       | Colle McVoy                 | Own Every Day: Advertorials  |
| 10 Advertorials   | Merit | Lely North America                             | AKC Marketing               | Lely Point Reyes Advertorial   |
| 11 Radio - Single   | First | Sound Agriculture                              | Padilla                     | Wake Up Call   |
| 11 Radio - Single   | Merit | Wyffels Hybrids                                | O&H Brand Design            | "New Sheriff"  |
| 12 Radio - Series   | First | Wyffels Hybrids                                | O&H Brand Design            | Wyffels Fall Radio Series  |
| 12 Radio - Series   | Merit | Minnesota Soybean Research & Promotion Council | Ag Management Solutions     | Driving Soy  |
| 13 Television - Single or Series  | First | Wyffels Hybrids                                | O&H Brand Design            | Family Gathering   |
| 13 Television - Single or Series  | Merit | Peterson Farms Seed                            | Paulsen                     | Peterson Farms Seed "The Difference" TV Spots  |
| 14 Audiovisual Presentations directed to farmers, growers and ranchers                                    | First | Pivot Bio                                      | AKC Marketing               | We Built a Better Nitrogen <a href="https://www.youtube.com/watch?v=gaGOP6ZOLFY">https://www.youtube.com/watch?v=gaGOP6ZOLFY</a> |
| 14 Audiovisual Presentations directed to farmers, growers and ranchers                                    | Merit | CHS Inc.                                       | Colle McVoy                 | Own Every Day: Audiovisual Presentation  |
| 15 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness | First | Black Gold Farms                               | Ten Acre Marketing          | The Black Gold Farms Purpose   |
| 15 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness | Merit | Landus   | Paulsen                     | We Chose To Go To The Moon   |
| 16 Direct Mail-directed to farmers, growers and ranchers - flat   | First | Dragotec USA                                   | Meyocks                     | Drago Direct   |
| 17 Direct Mail-directed to farmers, growers and ranchers - three dimensional                              | First | Hubbard Feeds, Swine division                  | Ten Acre Marketing          | Achieve Your Goals   |
| 17 Direct Mail-directed to farmers, growers and ranchers - three dimensional                              | Merit | Pivot Bio                                      | AKC Marketing               | Pivot Bio Proven Video Mailer  |
| 18 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat        | First | AXON   | CFI Solutions               | AXON Brand Intro Campaign  |

| Category Name   | Place | Company                                     | Agency                  | Entry Title                                       |
|---|-------|---|-------------------------|---|
| 19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional               | First | National Beef/Iowa Premium                  | MorganMyers, Inc.       | Iowa Premium brand launch to sales team           |
| 19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional               | Merit | AXON  | CFI Solutions           | AXON Brand Launch Box                             |
| 20 Billboards or other outdoor ads  | First | Pacific Gas and Electric                    | Padilla                 | Your Orchard Trees Need Social Distance           |
| 21 Customer Brochures, Catalogs-farmer directed-1 or more elements  | First | Northern Plains Potato Growers Associations | Ten Acre Marketing      | NPPGA Booklet                                     |
| 21 Customer Brochures, Catalogs-farmer directed-1 or more elements  | Merit | Northern Soy Marketing                      | Ag Management Solutions | Clean Beans                                       |
| 22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements | First | AXON  | CFI Solutions           | AXON Sales Zine                                   |
| 22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements | Merit | Wyffels Hybrids                             | In House                | 2022 Wyffels Hybrids Product Guide                |
| 23 Point-of-purchase materials  | First | Prairie Malt                                | Paulsen                 | Pauls Malt Bag Design                             |
| 23 Point-of-purchase materials  | Merit | Wilbur-Ellis Agribusiness                   | broadhead.              | Changing Landscape                                |
| 24 Exhibits -Live   | First | Pivot Bio                                   | AKC Marketing           | Pivot Bio Oasis at the 2021 Farm Progress Show    |
| 24 Exhibits -Live   | Merit | Stine Seed Company                          | Trilix                  | Stine® Seed Company Farm Show Booth               |
| 27 Corporate Identity   | First | Curious Plot                                | In House                | The Curious Story of the Curius Plot Brand Launch |
| 27 Corporate Identity   | Merit | BouMatic                                    | Paulsen                 | BouMatic Brand Refresh                            |
| 28 Advertising to agribusiness  | First | CLUTCH                                      | In House                | CLUTCH Holiday Mailer                             |
| 28 Advertising to agribusiness  | Merit | Curious Plot                                | In House                | A Curious Plot Unfolds                            |

## Agricultural Audiences - Public Relations

|   |       |  |                             |  |
|---|-------|--|-----------------------------|--|
| 29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness | First | The SCN Coalition                              | MorganMyers, Inc.           | "Let's Talk Todes"   |
| 29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness | Merit | Minnesota Soybean Research & Promotion Council | Ag Management Solutions     | Erasing Emissions: Biodiesel Superpower Campaign                                     |
| 30 Media Relations  | First | Heartland AG Systems                           | CLUTCH                      | Heartland AG Systems VPA 1000 Product Launch   |
| 30 Media Relations  | Merit | Rabo AgriFinance                               | Padilla                     | Building Trust Through Industry Experts  |
| 31 Public Affairs/Issues Management program   | First | Cargill  | Padilla                     | Communicating the Complexities of Methane Mitigation in Ruminant Livestock           |
| 32 Brand Citizenship  | First | CHS Inc.                                       | Colle McVoy                 | Sharing Hometown Pride   |
| 32 Brand Citizenship  | Merit | SAB Biotherapeutics                            | Paulsen                     | SAB Biotherapeutics Founder PR   |
| 33 News, Feature Article or persuasive writing - Trade Media                                  | First | Farmers Mutual Hail Company of Iowa            | In House                    | 6 Reasons Why You Should Consider ECO  |
| 33 News, Feature Article or persuasive writing - Trade Media                                  | Merit | CHS Inc.                                       | Colle McVoy                 | Digitally Driven   |
| 34 News Release-Ag Media  | First | Pioneer  | Bader Rutter                | 43% of Growers Have Medium to High Corn Nematode Pressure in Their Fields Poll Shows |
| 34 News Release-Ag Media  | Merit | Specialty Soya And Grains Alliance             | Ag Management Solutions     | "Suspension Of Overseas Ag Container Shipments Is Blow To U.S. Ag Community          |
| 35 Events - Customer  | First | Pivot Bio                                      | AKC Marketing               | Pivot Bio Nitrogen's Turning Point Tour - Grower Field Day                           |
| 35 Events - Customer  | Merit | Syngenta                                       | Martin Williams Advertising | The Syngenta Experience 2021   |
| 36 Events - Media   | First | Landus Cooperative                             | Meyocks                     | Landus Innovation Center Design and Media Launch                                     |
| 36 Events - Media   | Merit | Corteva Agriscience                            | Bader Rutter                | Corteva Agriscience "The Future of Farming" summer media day                         |

| Category Name  | Place | Company  | Agency                  | Entry Title  |
|--|-------|--|-------------------------|--|
| 37 Events - Internal   | First | Pivot Bio                                      | AKC Marketing           | Pivot Bio Virtual 2022 Sales Launch Virtual Event<br><a href="https://www.youtube.com/watch?v=rDVImpud-Ug">https://www.youtube.com/watch?v=rDVImpud-Ug</a> |
| 37 Events - Internal   | Merit | Lely North America                             | AKC Marketing           | Lely FMS Conference  |
| 38 Events - Virtual  | First | East River Electric Power Cooperative          | Paulsen                 | Bright Futures Career Fair   |
| 38 Events - Virtual  | Merit | Pivot Bio                                      | AKC Marketing           | Pivot Bio Virtual 2022 Sales Launch Virtual Event<br><a href="https://www.youtube.com/watch?v=rDVImpud-Ug">https://www.youtube.com/watch?v=rDVImpud-Ug</a> |
| 39 Company and Association newsletters - External - farmers, ranchers, or dealer and distributors                      | First | Specialty Soya and Grains Alliance             | Ag Management Solutions | SSGA E-Newsletter: Inside Look   |
| 39 Company and Association newsletters - External - farmers, ranchers, or dealer and distributors                      | Merit | Minnesota Soybean Research & Promotion Council | Ag Management Solutions | Minneline  |
| 40 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness | First | CHS Inc.                                       | Colle McVoy             | C Magazine: Creating Connections Starts With "C"   |
| 40 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness | Merit | Minnesota Soybean Growers Association          | Ag Management Solutions | Soybean Business Magazine  |
| 42 Company Publications - Annual Reports   | First | Minnesota Soybean Research & Promotion Council | Ag Management Solutions | Minnesota Soybean Annual Report  |
| 42 Company Publications - Annual Reports   | Merit | AgriBank                                       | Padilla                 | Ready for Times Like This: 2020 AgriBank Annual Report   |
| 43 Audio/Video Broadcast News  | First | Pivot Bio                                      | AKC Marketing           | Pivot Bio Sales Kickoff 2022   |
| 43 Audio/Video Broadcast News  | Merit | Merck Animal Health                            | MorganMyers, Inc.       | Merck Animal Health Cattlemen to Cattlemen Segment   |
| 44 Audio/Video Feature or Testimonial  | First | Cargill  | Padilla                 | New Technology Meets New Expectations  |
| 44 Audio/Video Feature or Testimonial  | Merit | Raven  | CLUTCH                  | Raven Path To Autonomy   |

## Agricultural Audiences - Digital

|  |       |                           |                             |   |
|--|-------|---------------------------|-----------------------------|---|
| 45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture | First | Cargill                   | Padilla                     | Navigating The Changing Food Production Landscape Globally    |
| 45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture | Merit | Corteva Agriscience       | Bader Rutter                | Kyber Herbicide: Digital                                      |
| 46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness      | First | Syngenta                  | Martin Williams Advertising | Acuron GT Landing Page Website                                |
| 46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness      | Merit | Syngenta                  | Martin Williams Advertising | Saltro Landing Page Website                                   |
| 47 Blogs   | First | CHS Inc.                  | Karwoski & Courage          | How To: Proper Tank Mix Order Blog                            |
| 47 Blogs   | Merit | Lely North America        | AKC Marketing               | Lely Blog Knigge Farms  |
| 48 Social Community Building and Engagement - Social Campaign  | First | Syngenta                  | Martin Williams Advertising | Acuron Influencer Campaign                                    |
| 48 Social Community Building and Engagement - Social Campaign  | Merit | Corteva Agriscience       | Bader Rutter                | Enlist weed control system: Straight Up social media campaign |
| 49 Social tactic - a specific activity   | First | Stine Seed Company        | Trilix                      | 2021 Women In Ag Video Series for Social Media                |
| 49 Social tactic - a specific activity   | Merit | Wilbur-Ellis Agribusiness | broadhead.                  | The Give Green Get Green Social Sweepstakes                   |
| 50 Smartphone Apps   | First | RCIS                      | Paulsen                     | RCIS Brand Traction Platform                                  |
| 50 Smartphone Apps   | Merit | Stine Seed Company        | Trilix                      | The Stine Seed App  |
| 52 Digital Marketing Tools   | First | Stine Seed Company        | Trilix                      | 2021 Women In Ag Video Series                                 |
| 52 Digital Marketing Tools   | Merit | Dragotec USA              | Meyocks                     | Drago 360-Degree Virtual Experience                           |

## Consumer Audiences

|    |   |       |                                      |                    |   |
|----|---|-------|--------------------------------------|--------------------|---|
| 53 | Company or Producer-Funded Advertising campaign directed to consumers         | First | National Watermelon Promotion Board  | Ten Acre Marketing | How Do You Wintermelon                                  |
| 53 | Company or Producer-Funded Advertising campaign directed to consumers         | Merit | CHS Inc.                             | Colle McVoy        | CHS Covers Every Base In Agriculture: Consumer Campaign |
| 54 | Company or Producer-Funded Advertising campaign element directed to consumers | First | South Dakota Beef Industry Council   | Paulsen            | Build Your Base with Beef Program Videos                |
| 54 | Company or Producer-Funded Advertising campaign element directed to consumers | Merit | Timberlyne Group                     | Paulsen            | Timberlyne Group Brand Logo                             |
| 55 | Company or Producer-Funded PR campaign directed to consumers                  | First | Northarvest Bean Growers Association | Ten Acre Marketing | Beans for Life  |
| 55 | Company or Producer-Funded PR campaign directed to consumers                  | Merit | T&G Global Limited                   | Curious Plot       | The Epic Snack Adventure                                |
| 57 | Website directed to consumers   | First | Kent Corporation                     | Meyocks            | Kentww.com Website Redesign                             |
| 57 | Website directed to consumers   | Merit | Timberlyne Group                     | Paulsen            | Timberlyne Group Brand Website                          |

## Specialty Audiences

|    |  |       |              |            |   |
|----|--|-------|--------------|------------|---|
| 59 | Specialty advertising campaign                 | First | Cargill      | Yamamoto   | Nutrena NatureWise 2021 Relaunch Campaign |
| 59 | Specialty advertising campaign                 | Merit | Cargill      | Yamamoto   | Nutrena Chick Days 2021 Campaign          |
| 61 | Specialty campaign elements - single or series | First | Firestone Ag | broadhead. | Firestone Forestry Wild Ready Video       |
| 61 | Specialty campaign elements - single or series | Merit | Cargill      | Yamamoto   | Nutrena NatureWise 2021 Packaging Refresh |

## Best of Show

### Agricultural Audiences - Advertising

Single-page Ads, single

Pioneer

Bader Rutter

Married A Farmer

### Agricultural Audiences - Digital

Social Community Building and Engagement - Social Campaign

Syngenta

Martin Williams Advertising

Acuron Influencer Campaign

### Specialty Audiences

Specialty campaign elements - single or series

Firestone Ag

broadhead.

Firestone Forestry Wild Ready Video

### Agricultural Audiences - Public Relations

Brand Citizenship

CHS Inc.

Colle McVoy

Sharing Hometown Pride

### Consumer Audiences

Company or Producer-Funded PR campaign directed to consumers

Northarvest Bean Growers Association

Ten Acre Marketing

Beans for Life

**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.