

Region 4 Best of NAMA Winners

Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
1	Integrated Campaign - Local	First	Illinois Soybean Association	Rooster	ISA 20 Under 40 Program
1	Integrated Campaign - Local	Merit	Precision Planting	In-House	Dealer Awareness Campaign
2	Integrated Campaign - Regional	First	Corteva Agriscience	Bader Rutter	Resicore® XL Corn Herbicide: More to the Core Campaign
2	Integrated Campaign - Regional	Merit	Dairyland Seed	C.O.nxt	Dairyland Seed Show Me the Yield Campaign
3	Integrated Campaign - National	First	Zoetis	Bader Rutter	Calf Wellness "Where the Difference Begins" Campaign
3	Integrated Campaign - National	Merit	Sym-Agro	Ross Creative Works	Sym-Agro ProBlad® Verde "Actions" Campaign
4	New Product Introduction	First	Elanco Animal Health	Curious Plot	Elanco PenPoint Sort Launch: Utilizing Account-Based Targeting Strategies
4	New Product Introduction	Merit	Liphatech	Filament	CA Ground Squirrel Product
5	Spreads, single or series	First	Wyffels Hybrids	O&H Brand Design	"Buck it"
5	Spreads, single or series	Merit	BASF	VMLY&R	Status® Herbicide - Painter
6	Single-page Ads, single	First	Syngenta	G&S Business Communications	Miravis Ace Ad
6	Single-page Ads, single	Merit	BASF	VMLY&R	Layered Residuals "Keep Pigweed Away" Print
7	Single-page Ads, series	First	BASF Corporation	VMLY&R	Revytek "Bear" and "Shark" Print
7	Single-page Ads, series	Merit	Illinois Soybean Association	CLUTCH Performance	The Checkoff That Pays Off Ad Series
8	Trade Ads, single or series	First	Virbac	Filament	Brand Awareness Creative
9	Unique Print Advertising	First	Wyffels Hybrids	O&H Brand Design	Wyffels Corn Flag Impact Unit
10	Advertorials	First	Elanco Animal Health	Blank Page Marketing	Little Pigs Go To Market
10	Advertorials	Merit	McLanahan Corporation	Filament	Sand Recycling ROI Advertorial
11	Radio - Single	First	BASF Corporation	VMLY&R	ILEVO "Meet Nematode" Radio
11	Radio - Single	Merit	Brevant Seeds	Bader Rutter	"Answers" Radio Spot
12	Radio - Series	First	Corteva Agriscience	Bader Rutter	Intrepid Edge® Insecticide: Radio (Power Of & , In A World)
12	Radio - Series	Merit	CNH Industrial Parts & Service	Archer	The Precision Farming Authority
13	Television - Single or Series	First	Pioneer Hi-Bred International	Bader Rutter	Declarations Videos
13	Television - Single or Series	Merit	Wyffels Hybrids	O&H Brand Design	"A Wyffels Holiday"
14	Audiovisual Presentations directed at farmers, ranchers and growers	First	Syngenta - NK Seeds	Brighton Agency	Tar Spot Video
14	Audiovisual Presentations directed at farmers, ranchers and growers	Merit	Dairyland Seed	C.O.nxt	Dairyland Seed Show Me The Yield Video Series
15	Audiovisual Presentations directed at dealers, distributors, sales reps or others serving agribusiness	First	Wyffels Hybrids	In-House	Serving Those Who Serve Intro Video
15	Audiovisual Presentations directed at dealers, distributors, sales reps or others serving agribusiness	Merit	Lallemand Biofuels and Distilled Spirits	Filament	FermaCore TM Product Launch Video
16	Direct Mail-directed at farmers, growers and ranchers - flat	First	Syngenta - NK Seeds	Brighton Agency	Soybean Performance - It's In Our Genes (Mailer)
16	Direct Mail-directed at farmers, growers and ranchers - flat	Merit	Precision Planting	In-House	Winter Conference

	Category Name	Place	Company	Agency	Entry Title
17	Direct Mail-directed at farmers, growers and ranchers - three dimensional	First	Syngenta - NK Seeds	Brighton Agency	A Cut Above The Rest Mailer
17	Direct Mail-directed at farmers, growers and ranchers - three dimensional	Merit	Bane-Welker Equipment	Blank Page Marketing	50 Years Proud
18	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	First	Syngenta - NK Seeds	Brighton Agency	Field Forged Launch Kit - Sales Team
19	Billboards or other outdoor ads	First	Syngenta - NK Seeds	Brighton Agency	Success In Your Hands
19	Billboards or other outdoor ads	Merit	BASF Corporation	VMLY&R	Sefina® Inscalis® Insecticide - Aphids Can't Eat
20	Customer Brochures, Catalogs-farmer directed	First	Precision Planting	In-House	International Ptl Farm Results Book
20	Customer Brochures, Catalogs-farmer directed	Merit	Ohio Soybean Council	McDaniels Marketing	Ohio Soybean Council Investor Report
21	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	First	Syngenta - NK Seeds	Brighton Agency	All Things NK - Sales Team Pocket Guide
21	Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	Merit	Corteva Agriscience	In House	Brevant Seeds - Northeast Seed Guide
22	Point-of-purchase materials	First	Precision Planting	In-House	Our Dealers Are a Big Deal
22	Point-of-purchase materials	Merit	Corteva Agriscience	Bader Rutter	Point-of-purchase kit for Ridgeback® Insecticide
23	Exhibits -Live	First	Zoetis	Bader Rutter	2023 International Production & Processing Expo
23	Exhibits -Live	Merit	FMC	Curious Plot	10,000 Attendees Can't Be Wrong
25	Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	First	Cargill Animal Nutrition	Turnpike	Dairy MAX Plushie
25	Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	Merit	Illinois Soybean Association	Ross Creative Works	Amplifying Agronomy
26	Corporate Identity	First	Garza Labor	Ten Acre Marketing	Logo Design
26	Corporate Identity	Merit	Precision Planting	In-House	Ops Center Exterior Branding
27	Advertising to Agribusiness	First	Rooster	In-House	Rooster Unwrapped Holiday Gift

Agricultural Audiences - Public Relations

28	Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	First	AgroLiquid	Signal Theory	Crop Nutrition Week
28	Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	Merit	Co-Alliance Cooperative	In-House	Patronage Campaign
29	Media Relations	First	Case IH	Weber Shandwick	Case IH // Farm Progress Show PR
29	Media Relations	Merit	Corteva Agriscience	Bader Rutter	Rebuilding the Cattle Herd Spring Campaign
30	Public Affairs/Issues Management Program	First	Syngenta - NK Seeds	Brighton Agency	Tar Spot Campaign
31	Brand Citizenship	First	Wyffels Hybrids	In-House	Serving Those Who Serve
32	Unique Sponsorship Campaign	First	Filament	In-House	Madison Reading Project's Read(y) to Wear Event Sponsorship
32	Unique Sponsorship Campaign	Merit	Precision Planting	In-House	Precision Planting Ambassador Program
33	News, Feature Article or Persuasive writing - Trade Media	First	GEA	Filament	Progressive Article
33	News, Feature Article or Persuasive writing - Trade Media	Merit	AG Growth international	In-House	MKX2 Advertorial

	Category Name	Place	Company	Agency	Entry Title
34	News Release-Ag Media	First	Corteva Agriscience	Bader Rutter	Rebuilding The Herd Starts With Rebuilding Pastures
34	News Release-Ag Media	Merit	Syngenta Seeds	Brighton Agency	Syngenta Seeds, Sustainable Oils Announce Commercial Agreement To Sell Camelina Seed
35	Events - Customer	First	Superior Ag	Blank Page Marketing	Knowledge Days
35	Events - Customer	Merit	Illinois Soybean Association	Rooster	ISA Impact Awards
36	Events - Media	First	HATCH for Hunger	Blank Page Marketing	Protein Secure
36	Events - Media	Merit	Syngenta Seeds	Brighton Agency	Syngenta Seeds R&D Center Grand Opening
37	Events - Internal	First	Illinois Soybean Association	Ross Creative Works	ISA Field Days
37	Events - Internal	Merit	Michigan Apple Committee	Ten Acre Marketing	Michigan Apple Handpicked Social Media Summit
38	Events - Virtual	First	Golden Harvest	G&S Business Communications	Golden Harvest Agronomy In Action Insight Series
39	Company and Association Newsletters - External	First	Golden Harvest Seeds	G&S Business Communications	Golden Harvest Agronomy in Action Newsletter
39	Company and Association Newsletters - External	Merit	Elemental Enzymes	Blank Page Marketing	LinkedIn Insights - With Elemental Enzymes
40	Company and Association Magazines - External	First	GEA	Filament	Dairy Illustrated
41	Company Publications - Internal	First	Co-Alliance Cooperative	In-House	Sustainability Report
42	Audio/Video Broadcast News	First	AG Growth international	Farm Progress	This Week in Agribusiness - AGI
43	Audio/Video Feature or Testimonial	First	Illinois Farm Families@ Coalition	MorganMyers, Inc.	Illinois Farm Families@ We Are The 96 Behind-The-Scenes Farmer Testimonial Video
43	Audio/Video Feature or Testimonial	Merit	Corteva Agriscience	Bader Rutter	In His Own Words

Agricultural Audiences - Digital

44	Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	First	Syngenta - NK Seeds	Brighton Agency	NK Fall Performance Campaign
44	Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	Merit	BASF Corporation	VMLY&R	Sefina@ "Meet Nematode" Rich Media
45	Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	First	Syngenta - NK Seeds	Brighton Agency	Tar Spot Landing Page
45	Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	Merit	Illinois Soybean Association	Ross Creative Works	Illinois Soybean Association Website Redesign
46	Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	First	Nedap Livestock Management	Filament	LinkedIn Newsletters
46	Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	Merit	Precision Planting	In-House	A Farmer's View
47	Webinars & Podcasts	First	GEA	Filament	Udder Health Webcast
47	Webinars & Podcasts	Merit	CommonGround	Kahntact Marketing	The CommonGround Podcast
48	Email Marketing	First	Precision Planting	In-House	What's In Your Planting Toolbox
48	Email Marketing	Merit	Corteva Agriscience	In-House	TruChoice Email Series
49	Social Community Building and Engagement	First	Brevant Seeds	Bader Rutter	Why Not Retail? Social Campaign
49	Social Community Building and Engagement	Merit	Wyffels Hybrids	In-House	Buckets

	Category Name	Place	Company	Agency	Entry Title
50	Social tactic	First	Corteva Agriscience	In-House	Collab To Grow Social Media Influencer Summit
50	Social tactic	Merit	Precision Planting	In-House	Little Farm Hands Harvest Box
51	Smartphone Apps	First	Co-Alliance	In-House	Co-Alliance Connect
52	Other Digital Tools	First	Syngenta - NK Seeds	Brighton Agency	NK Seeds Holiday Video
52	Other Digital Tools	Merit	Corteva Agriscience	Bader Rutter	Sosdia TM Stress Abiotic Stress Mitigator Brand Video

Consumer Audiences

53	Company or Producer-Funded Advertising campaign directed to consumers	First	Naper Settlement	Ross Creative Works	Field Watchers
54	Company or Producer-Funded Advertising Campaign Element directed to consumers	First	Illinois Farm Families Coalition including Illinois Beef Association, Illinois Corn, Illinois Farm Bureau, Illinois Pork Producers, Illinois Soybean Association and Midwest Dairy	MorganMyers	Illinois Farm Families® We Are The 96: The Corporation
54	Company or Producer-Funded Advertising Campaign Element directed to consumers	Merit	HATCH for Hunger	Blank Page Marketing	Eggs for the Greater Good
55	Company or Producer-Funded PR Campaign directed to consumers	First	Wisconsin Corn Promotion Board	MorganMyers	Wisconsin Online Water Recreation Guide
55	Company or Producer-Funded PR Campaign directed to consumers	Merit	Co-Alliance Cooperative	In-House	Planting the Seeds for Food Security
56	Company or Producer-Funded PR Campaign Element directed to consumers	First	Wyffels Hybrids	In-House	Farm Rescue Friday At Coal Creek Brewing Company
56	Company or Producer-Funded PR Campaign Element directed to consumers	Merit	Cargill	In-House	Media Advisory Featuring The Hershey Company And Cargill's Sweet Sustainability Partnership
57	Website directed to consumers	First	Illinois Farm Families® Coalition	MorganMyers, Inc.	Illinois Farm Families® We Are The 96 Website
57	Website directed to consumers	Merit	Wisconsin Corn Promotion Board	MorganMyers, Inc.	Wisconsin Corn Growers Website
58	Social Media campaign directed to consumers	First	Illinois Farm Families® Coalition	MorganMyers, Inc.	Illinois Farm Families® We Are The 96 Social Media Campaign
58	Social Media campaign directed to consumers	Merit	American Dairy Association Indiana	Blank Page Marketing	A Dairy Good Time At The State Fair
59	Influencer Activation directed to consumers	First	Illinois Farm Families	C.O.nxt	IFF Influencer FarmTour Event
59	Influencer Activation directed to consumers	Merit	Purina Animal Nutrition	Filament	Purina Influencers

Specialty Audiences

60	Specialty Advertising Campaign	First	Kent Nutrition Group	Nelson Schmidt	Home Fresh: "Quality of Life" Campaign
60	Specialty Advertising Campaign	Merit	Purina Animal Nutrition	Filament	Feed Greatness® Challenge
61	Specialty PR Campaign	First	Purina Animal Nutrition	Filament	2022 Flock-Tober®
61	Specialty PR Campaign	Merit	Boehringer Ingelheim Equine Health	broadhead.	"AHEM!" Every Cough Means Something: Raising Awareness of Severe Equine Asthma
62	Specialty Campaign Elements	First	Kent Nutrition Group	Nelson Schmidt	Sentinel: "You Know I Know" Print Ads
62	Specialty Campaign Elements	Merit	Purina Animal Nutrition	Filament	2023 Coop Signs & Decals

Best of Show

Agricultural Audiences - Advertising

Television - Single or Series
Pioneer Hi-Bred International

Bader Rutter
Declarations Videos

Agricultural Audiences - Digital

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

Syngenta - NK Seeds

Brighton Agency
NK Fall Performance Campaign

Specialty Audiences

Specialty Advertising Campaign
Kent Nutrition Group
Nelson Schmidt
Home Fresh: "Quality of Life"
Campaign

Agricultural Audiences - Public Relations

Brand Citizenship
Wyffels Hybrids
In House
Serving Those Who Serve

Consumer Audiences

Company or Producer-Funded PR Campaign directed to consumers

Wisconsin Corn Promotion
Board
MorganMyers
Wisconsin Online Water
Recreation Guide

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