

# Region 4 Best of NAMA Winners

## Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
1	Multimedia Campaigns-Local	First	Milk Products	Curious Plot	Cute & Burly With Sav-A-Caf
1	Multimedia Campaigns-Local	Merit	Case IH	Bader Rutter	Own A Sprayer Campaign
2	Multimedia Campaigns-Regional	First	Beck's Hybrid	In House	Beck's Butt-Dial Series
2	Multimedia Campaigns-Regional	Merit	Dairyland Seed	C.O.next	Dairyland Seed Shut Up & Yield 2021 Marketing Campaign
3	Multimedia Campaigns-National	First	Cargill Animal Nutrition	Turnpike	Dairy MAX TM Campaign
3	Multimedia Campaigns-National	Merit	Elanco Animal Health	C.O.next	Vira Shield "More Calves. Less Stress." Campaign
4	New Product Introduction	First	Elanco	Curious Plot	It's All About Balance With Increxxa
4	New Product Introduction	Merit	Lallemand Animal Nutrition	Filament	MAGNIVA Product Campaign (Power Program)
5	Spreads, single or series	First	Beck's Hybrid	In House	Beck's Butt-Dial Series
5	Spreads, single or series	Merit	Corteva Agriscience	Bader Rutter	Instinct NXTGEN® Nitrogen Stabilizer: Print Ad
6	Single-page Ads, single	First	Wyffels Hybrids	O&H Brand Design	100 Little Things
6	Single-page Ads, single	Merit	ImmuCell	Turnpike	First Defense - Full Of Crap
7	Single-page Ads, single entry, series	First	Dairyland Seed	C.O.next	Dairyland Seed Shut Up & Yield 2021 Marketing Campaign
7	Single-page Ads, single entry, series	Merit	Brevant Seeds	Bader Rutter	Ag Retail Delivers Print Ads
8	Trade Ads, single or series	First	Lallemand Biofuels and Distilled Spirits	Filament	Convergence Full-Page Ad
9	Unique Print Advertising	First	Wyffels Hybrids	O&H Brand Design	Family Secret Cover Wrap
9	Unique Print Advertising	Merit	Elanco Animal Health	Colle McVoy	Rumensin Trusted By Generations Feedlot Cover Wrap
10	Advertorials	First	Illinois Soybean Association	MorganMyers	Innovation Grows Here - Featuring Farmers' Innovation To Some Of Society's Biggest Challenges
10	Advertorials	Merit	Purina Animal Nutrition	Filament	Purina Plus Advertorial
11	Radio - Single	First	Wyffels Hybrids	O&H Brand Design	Run-On Sentences
11	Radio - Single	Merit	Indiana Corn Marketing Council and Indiana Soybean Alliance	BLNKPG	Checkoff Works Radio Advertisement
12	Radio - Series	First	Syngenta - Enogen	Brighton Agency	Enogen 5% More Campaign - Radio Series
12	Radio - Series	Merit	Landmark Services Cooperative	C.O.next	Alcivia Radio Launch
13	Television - Single or Series	First	Golden Harvest	Rooster	Golden Harvest Modernization: TV
13	Television - Single or Series	Merit	Brevant Seeds	Bader Rutter	Ag Retail Delivers: Ode to retail video
14	Audiovisual Presentations directed to farmers, growers and ranchers	First	Beck's Hybrids	In House	Beck's Butt-Dial Series
14	Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Cargill Animal Nutrition	Turnpike	Cargill Dairy MAX TM
15	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Syngenta	Brighton Agency	Syngenta Seed to Seed Video
15	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Illinois Soybean Association	Rooster	Virtual Trade Teams
16	Direct Mail-directed to farmers, growers and ranchers - flat	First	Corteva Agriscience	In House	The Reason You Need Good Grass - Introducing DuraCor
16	Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Syngenta - NK Seeds	Brighton Agency	Enogen Audio Feed Mailer
17	Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Wyffels Hybrids	O&H Brand Design	"Foot In The Door" Prospect Mailer

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17	Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Syngenta - NK Seeds	Brighton Agency	Corn Amplification Mailer
19	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Beck's Hybrid	In House	Crack The Safe - Dealer Recruitment
19	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Syngenta - NK Seeds	Brighton Agency	Enogen Ambassador Kit
20	Billboards or other outdoor ads	First	Wyffels Hybrids	O&H Brand Design	Fiercely Independent
21	Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Corteva Agriscience	In House	The Range & Pasture Portfolio That Ranchers Need
21	Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Syngenta - NK Seeds	Brighton Agency	Enogen Flip Book
22	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Milk Products	Curious Plot	Building Strong Futures With Milk Products
23	Point-of-purchase materials	First	Syngenta - NK Seeds	Brighton Agency	Corn Amplification Point-of-Sale
23	Point-of-purchase materials	Merit	Wyffels Hybrids	In House	Wyffels Trailer Wraps
24	Exhibits -Live	First	Elanco	Curious Plot	Right For Cattle. Right By You. Exhibit
24	Exhibits -Live	Merit	Corteva Agriscience	In House	Corteva Agriscience Farm Progress Show Exhibit
25	Exhibits - Virtual	First	The Bee Corp	BLNKPG	Virtual Almond Conference Booth
26	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Wyffels Hybrids	O&H Brand Design	100 Little Things Corn Icon
26	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Case IH	Bader Rutter	Case IH: Can-Do Can
27	Corporate Identity	First	Conjunction Leadership	BLNKPG	Conjunction Leadership Branding
27	Corporate Identity	Merit	Syngenta - NK Seeds	Brighton Agency	Syngenta STEPP Trials Branding
28	Advertising to agribusiness	First	Filament	In House	G.O.A.T. Games At The 2021 Agri-Marketing Conference
28	Advertising to agribusiness	Merit	Hoard's Dairyman	Filament	AgriMarketer Cover Wrap

## **Agricultural Audiences - Public Relations**

29	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Purina Animal Nutrition	Filament	Purina® Plus Media Relations
29	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Association of Equipment Manufacturers	In House	Environmental Benefits Of Precision Ag
30	Media Relations	First	Elanco Animal Health	Colle McVoy	Establishing A Rumensin Voice
30	Media Relations	Merit	Purina Animal Nutrition	Filament	Omega Match Media Relations
32	Brand Citizenship	First	Filament	In House	Feel-Good Postcards
33	News, Feature Article or persuasive writing - Trade Media	First	Arm & Hammer Animal and Food Production	C.O.next	"Food Quality & Safety" Magazine Editorial Placement
33	News, Feature Article or persuasive writing - Trade Media	Merit	Diamond V	Black Dirt Communications	Transitioning To The Feedlot
34	News Release-Ag Media	First	Syngenta Seeds	G&S Business Communications	NK Seeds Releases First-Ever Field Forged Series Of Top-Performing Corn And Soybeans
34	News Release-Ag Media	Merit	Lallemand Animal Nutrition	Filament	4 Tips To Keep Rumens Running Strong During Heat Stress
35	Events - Customer	First	Illinois Soybean Association	Rhea + Kaiser	Gather Around The Table Sustainability Event
36	Events - Media	First	Elanco	Curious Plot	Sustainability In The Cattle Industry
37	Events - Internal	First	Case IH	Bader Rutter	Case IH Q1 National Dealer Meeting

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37	Events - Internal	Merit	Bane-Welker Equipment	BLNKPG	Bane-Welker 'Trust-Respect-Teamwork' Campaign
38	Events - Virtual	First	Balchem Animal Nutrition & Health	Tanbark Consulting	Real Science Lecture Series
38	Events - Virtual	Merit	Illinois Soybean Board	C.O.next	2021 Soybean Summit: At Home Edition
39	Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	First	Purina Animal Nutrition	Filament	CheckPoint® Newsletter
39	Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	Merit	Syngenta - NK Seeds	Brighton Agency	Monthly Farmer Emails
40	Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	GreenStone Farm Credit Services	In House	2021 Partners Magazine
40	Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	Merit	Case IH	Bader Rutter	Case IH Farm Forum And Canadian Farming Magazine
41	Company Publications - Internal	First	GROWMARK	In House	SOURCE Magazine
41	Company Publications - Internal	Merit	Corteva Agriscience - Brevant® Seeds	In House	THE BEAT Magazine
42	Company Publications - Annual Reports	First	United Dairy Industry of Michigan	Filament	UDIM Overview Video
42	Company Publications - Annual Reports	Merit	Foremost Farms USA	MorganMyers	Driving Dairy Forward, Foremost Farms USA 25th Anniversary
43	Audio/Video Broadcast News	First	Elanco	Curious Plot	Cattlemen To Cattlemen Elanco BRD Portfolio Reel
43	Audio/Video Broadcast News	Merit	Purina Animal Nutrition	Filament	Audio News Release For Meat Goats
44	Audio/Video Feature or Testimonial	First	Zoetis	Bader Rutter	Zoetis Born of the Bond customer stories
44	Audio/Video Feature or Testimonial	Merit	Illinois Soybean Board	C.O.next	AMP Video Series: Stay Strong. Live Long.

## **Agricultural Audiences - Digital**

45	Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Corteva Agriscience	Bader Rutter	Instinct NXTGEN® nitrogen stabilizer: Video ads
45	Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Cargill Animal Nutrition	Turnpike	Cargill Dairy MAX TM
46	Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Sentera	Curious Plot	Decisions Simplified
46	Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Milk Products	Curious Plot	We Feed The Future, Milk Products.
47	Blogs	First	Arm & Hammer Animal and Food Production	C.O.next	The Dish Blog
47	Blogs	Merit	Syngenta - NK Seeds	Brighton Agency	NK Seeds - Amplifier Blog
48	Social Community Building and Engagement - Social Campaign	First	Elanco	Curious Plot	Dung Beetles Steal The Spotlight
48	Social Community Building and Engagement - Social Campaign	Merit	Precision Planting	Rooster	Precision Planting Social Influence
49	Social tactic - a specific activity	First	Case IH	Bader Rutter	Lee Brice x Case IH social media partnership
49	Social tactic - a specific activity	Merit	Purina Animal Nutrition	Filament	Influencers
51	Other non-Smartphone Digital Media	First	Syngenta - NK Seeds	Brighton Agency	NK Seeds - Field Forged Series Interactive Presentation
52	Digital Marketing Tools	First	Brevant Seeds	Bader Rutter	Brevant Seeds: Take Us at Our Proof harvest campaign

	Category Name	Place	Company	Agency	Entry Title
52	Digital Marketing Tools	Merit	Corteva Agriscience	In House	2021 Disease Alert Email and Social Campaign

## Consumer Audiences

53	Company or Producer-Funded Advertising campaign directed to consumers	First	Wyffels Hybrids	O&H Brand Design	Wyffels Wednesday
53	Company or Producer-Funded Advertising campaign directed to consumers	Merit	Illinois Soybean Association Checkoff Program	Ross Creative Works & Cate & Co Marketing	It's Good To Be Soy
54	Company or Producer-Funded Advertising campaign element directed to consumers	First	Illinois Beef Association	MorganMyers	Illinois Beef: Family Owned. Responsibly Raised. Close To Home.
54	Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Illinois Soybean Association	Ross Creative Works	A Soybean Story
55	Company or Producer-Funded PR campaign directed to consumers	First	Illinois Beef Association	MorganMyers	Illinois Beef: Family Owned. Responsibly Raised. Close To Home.
55	Company or Producer-Funded PR campaign directed to consumers	Merit	Illinois Farm Bureau & Illinois Farm Families	MorganMyers	Innovation Grows Here TM Farmer Sustainability Solutions
56	Company or Producer-Funded PR campaign element directed to consumers	First	Illinois Farm Bureau & Illinois Farm Families	MorganMyers	Illinois Farm Families® Dietitian Cook Along Event
56	Company or Producer-Funded PR campaign element directed to consumers	Merit	New Age Provisions	BLNKPG	New Age Provisions - Urban Farming Press Release & Media Pitch
57	Website directed to consumers	First	Illinois Farm Bureau & Illinois Farm Families	MorganMyers	Illinois Farm Families® Website
58	Social Media campaign directed to consumers	First	Illinois Farm Bureau & Illinois Farm Families	MorganMyers	Innovation Grows Here Video Campaign
58	Social Media campaign directed to consumers	Merit	Indiana Soybean Alliance	Rhea + Kaiser	Poreshield Launch Paid Social Media Campaign

## Specialty Audiences

60	Specialty PR campaign	First	Purina Animal Nutrition	Filament	Operation Fresh Egg
61	Specialty campaign elements - single or series	First	Purina Animal Nutrition	Filament	Operation Fresh Egg Celebrity Gift Baskets
61	Specialty campaign elements - single or series	Merit	Elanco Animal Health	Signal Theory	Elanco Shampoo And Ear Cleaning Videos

## Best of Show

### Agricultural Audiences - Advertising

Multimedia Campaigns-Regional

Beck's Hybrid

In House

Beck's Butt-Dial Series

### Agricultural Audiences - Digital

Digital Marketing Tools

Brevant Seeds

Bader Rutter

Brevant Seeds: Take Us at Our

Proof Harvest Campaign

### Specialty Audiences

Specialty PR campaign

Purina Animal Nutrition

Filament

Operation Fresh Egg

### Agricultural Audiences - Public Relations

Audio/Video Feature or Testimonial

Zoetis

Bader Rutter

Zoetis Born of the Bond Customer Stories

### Consumer Audiences

Company or Producer-Funded Advertising campaign element directed to consumers

Wyffels Hybrids

O&H Brand Design

Wyffels Wednesday

**Note:** All first & merit winners can advance equally to national judging. You'll receive an email from the national NAMA office by Feb. 1 instructing how to advance entries. National judging winners will be announced at the Best of NAMA Ceremony at the Agri-Marketing Conference, April 15-17, in San Diego.