

# Region IV Best of NAMA Winners

## Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Corteva Agriscience	Bader Rutter	"The Power of &" Creative Campaign For Intrepid Edge® Insecticide
1 Multimedia Campaigns-Local	Merit	Elanco Animal Health	Colle McVoy	Elanco HeifermaX Campaign
2 Multimedia Campaigns-Regional	First	Case IH	Bader Rutter	Seedbed Ad Campaign
2 Multimedia Campaigns-Regional	Merit	Case IH	Bader Rutter	Case IH Farm Your Way Campaign
3 Multimedia Campaigns-National	First	Purina Animal Nutrition	Filament	AMPLI-CALF®
3 Multimedia Campaigns-National	Merit	LG Seeds	Simantel	Rising STAR Partner Dealer Recruiting
4 New Product Introduction	First	Bayer Crop Science	Rhea + Kaiser	Delaro Complete Takes Out The Guesswork
4 New Product Introduction	Merit	Case IH	Bader Rutter	Equipment Launch: Case IH AFS Connect TM Steiger® Series Tractor
5 Spreads, single or series	First	Wyffels Hybrids	O&H Brand Design	You Will Love Us
5 Spreads, single or series	Merit	Syngenta - NK Seeds	Brighton Agency	NK Seeds - E3 Spread (Top Producer)
6 Single-page Ads, single	First	Purina Animal Nutrition	Filament	AMPLI-CALF® Print Ad
6 Single-page Ads, single	Merit	Wyffels Hybrids	O&H Brand Design	"Raised Right"
7 Single-page Ads, single entry, series	First	AgroLiquid	Signal Theory	AgroLiquid Print Ads
7 Single-page Ads, single entry, series	Merit	Case IH	Bader Rutter	Farm Your Way Print Ad
9 Unique Print Advertising	First	Purina Animal Nutrition	Filament	RX3® Poster Insert
9 Unique Print Advertising	Merit	Wyffels Hybrids	O&H Brand Design	Pallet Cleanser
10 Advertorials	First	Beck's Hybrids	In House	Multiple SOAs: The Best Weed Control Option
11 Radio - Single	First	Wyffels Hybrids	O&H Brand Design	Cake
11 Radio - Single	Merit	Syngenta - NK Seeds	Brighton Agency	E3 30S Radio Spot
12 Radio - Series	First	Syngenta - NK Seeds	Brighton Agency	Success Matters Radio Spots
12 Radio - Series	Merit	Dairyland Seed	C.O.next	Dairyland Seed Radio Campaign
13 Television - Single or Series	First	Bayer Crop Science	Rhea + Kaiser	Delaro Complete Takes Out The Guesswork
13 Television - Single or Series	Merit	AgroLiquid	Signal Theory	AgroLiquid TV Spot
14 Audiovisual Presentations directed to farmers, growers and ranchers	First	Beck's Hybrids	In House	Why I Farm - The Magic Of The Season
14 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Syngenta - NK Seeds	Brighton Agency	Enogen 3D Cow Video
15 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Purina Animal Nutrition	Filament	Purina Sheep & Goat Sales Hype Video
17 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Syngenta - NK Seeds	Brighton Agency	Enogen Video Mailer
17 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Corteva Agriscience	Bader Rutter	Farmer Direct Mail For Brevant TM Seeds
19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Hoard's Dairyman	C.O.next	Hoard's Dairyman Micro Creamery Cow Judging Contest
19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Elanco Animal Health	FLM Harvest	Ticks Happen
20 Billboards or other outdoor ads	First	Beck's Hybrids	In House	Full Bins Are Happy Bins - Grain Bin Signage
20 Billboards or other outdoor ads	Merit	Elanco Animal Health	FLM Harvest	Nothing To Lose: Cydectin®

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21 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Beck's Hybrids	In House	At The Heart Of It - Beck's 2021 Product And Program Guide
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Wyffels Hybrids	In House	2021 Product Guide
22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Corteva Agriscience	Bader Rutter	Product Use Guide For the Enlist TM Weed Control System
22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Dairyland Seed	C.O.next	Dairyland Seed Btand Values Book
23 Point-of-purchase materials	First	Elanco Animal Health	Colle McVoy	Elanco Point Of Purchase Program
23 Point-of-purchase materials	Merit	Pharmgate Animal Health	Filament	Aivlosin® Mixing Toolkit
24 Exhibits -Live	First	GEA	Filament	2019 World Dairy Expo Booth
24 Exhibits -Live	Merit	Cargill	Turnpike	Provimi NCBA Booth
25 Exhibits - Virtual	First	GEA	Filament	World Dairy Expo Facebook Live
27 Corporate Identity	First	Syngenta - NK Seeds	Brighton Agency	NK Seeds - Logo Design For Corn Confidence
27 Corporate Identity	Merit	Acuity Genetics	BLNKPG	Your Success Is Our Benchmark
28 Advertising to agribusiness	First	Filament	In House	G.O.A.T. Games

## **Agricultural Audiences - Public Relations**

29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Purina Animal Nutrition	Filament	RX3® Launch
29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Syngenta	G&S Business Communications	Grow More Experience Trial Visibility Campaign
30 Media Relations	First	AgroLiquid	Signal Theory	Commodity Classic Media Outreach
30 Media Relations	Merit	Case IH	Bader Rutter	Donation Of Case IH Tractors
32 Brand Citizenship	First	Filament	In House	Activity Pages
32 Brand Citizenship	Merit	Beck's Hybrids	In House	Big Thanks Campaign
33 News, Feature Article or persuasive writing - Trade Media	First	Land O'Lakes Animal Milk Solutions	Filament	Myth Busting Pasteurized Waste Milk
33 News, Feature Article or persuasive writing - Trade Media	Merit	Illinois Soybean Association	Rooster Strategic Solutions	Soybean Premiums Insert
34 News Release-Ag Media	First	Purina Animal Nutrition	Filament	Three Ways To Win The Race To Gain Weight
34 News Release-Ag Media	Merit	Illinois Soybean Association	C.O.next	Chicago Park District Partners With Illinois Farmers To Produce Hand Sanitizer To Combat COVID-19
35 Events - Customer	First	Illinois Soybean Association	C.O.next	Say Hello At The 2020 Soybean Summit
35 Events - Customer	Merit	GreenStone Farm Credit Services	In House	Stronger Together - GreenStone Patronage Day
36 Events - Media	First	PhytoGen - Corteva Agriscience	Bader Rutter	PhytoGen & Enlist Research Media Tour
36 Events - Media	Merit	Illinois Nutrient Research And Education Council (NREC)	Mary Auth Marketing And Public Relations Strategies	Investment Insight: LIVE!
37 Events - Internal	First	AgroLiquid	Signal Theory	Crop Nutrition Expert Media Training - AgroLiquid Internal Event
38 Events - Virtual	First	Boehringer Ingelheim Animal Health USA, Inc. - Cattle Division	broadhead.	BRD Academy
38 Events - Virtual	Merit	Purina Animal Nutrition	Filament	NCBA 2020 Social Media Campaign
39 Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	First	Syngenta	G&S Business Communications	Inside NK Newsletter

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39 Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	Merit	Corteva Agriscience	Bader Rutter	Inputs & Insights: An Informational Digital Newsletter On Crop Protection
41 Company Publications - Internal	First	GROWMARK	In House	SOURCE Magazine
41 Company Publications - Internal	Merit	Syngenta - NK Seeds	Brighton Agency	Success Playbook E-Newsletter Series
42 Company Publications - Annual Reports	First	GreenStone Farm Credit Services	Message Makers	Inspire, Grow, Improve - GreenStone Annual Report
42 Company Publications - Annual Reports	Merit	Beck's Hybrids	In House	2019 Practical Farm Research Book
44 Audio/Video Feature or Testimonial	First	Precision Planting	In House	InsidePTI Season One Weekly Videos
44 Audio/Video Feature or Testimonial	Merit	Purina Animal Nutrition	Filament	Partnership Video Series

## **Agricultural Audiences - Digital**

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Wyffels Hybrids	O&H Brand Design	Digital Video Ad Series
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Elanco Animal Health	FLM Harvest	Bite Back Pre-Roll Videos
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Case IH	Bader Rutter	Farm Your Way Website
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	LG Seeds	In House	Star Partner Dealer Recruiting Website
47 Blogs	First	Corteva Agriscience	Bader Rutter	Plate-Wise Blog
47 Blogs	Merit	Illinois Soybean Association	C.O.next	ILSoyAdvisor Blog
48 Social Community Building and Engagement - Social Campaign	First	Purina Animal Nutrition	Filament	Giving Greatnewss Scholarship
48 Social Community Building and Engagement - Social Campaign	Merit	Southern States Cooperative, Inc.	Ross Creative Works and Dee Weeda Communications	Micronutrient Campaign
49 Social tactic - a specific activity	First	Syngenta	G&S Business Communications	Pollinator Habitat Generator
49 Social tactic - a specific activity	Merit	Beck's Hybrids	In House	Beck's Facebook Live Morning Scripture And Prayer
50 Smartphone Apps	First	LG Seeds	Caliber Creative	Mix Matters Tool
52 Digital Marketing Tools	First	Illinois Soybean Association	Scenic Road	Life Of Bio-Diesel 360 Experience
52 Digital Marketing Tools	Merit	Purina Animal Nutrition	Filament	Partnership Video Series

## **Consumer Audiences**

53 Company or Producer-Funded Advertising campaign directed to consumers	First	Product Sales Social Media Ads	Filament	Product Sales Social Media Ads
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	Farming For The Future Foundation	Filament	Launch Brochure
54 Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Filament	In House	How Will You Make The World A Better Place?
55 Company or Producer-Funded PR campaign directed to consumers	First	Illinois Corn Marketing Board	MorganMyers	Illinois Corn Marketing Board - #FieldGoals Campaign
56 Company or Producer-Funded PR campaign element directed to consumers	First	Illinois Farm Families and Illinois Corn Marketing Board	MorganMyers	Illinois Farm Families® Documentary - Style Video: Bioplastics
57 Website directed to consumers	First	Illinois Farm Families	MorganMyers	WATCHUSGROW Website
57 Website directed to consumers	Merit	Indiana Soybean Alliance	Rhea + Kaiser	Poreshield - Concrete Durability Revolutionized
58 Social Media campaign directed to consumers	First	B&W Trailer Hitches	Scenic Road	In The Gap
58 Social Media campaign directed to consumers	Merit	Illinois Beef Association	MorganMyers	Illinois Beef Association Real Beef Campaign

## Specialty Audiences

59 Specialty advertising campaign	First	Purina Animal Nutrition	Filament	Chicken Days
59 Specialty advertising campaign	Merit	Purina Animal Nutrition	Filament	Summer Shellebration TM
60 Specialty PR campaign	First	Purina Animal Nutrition	Filament	Expert Elevation Campaign
61 Specialty campaign elements - single or series	First	Elanco	Signal Theory	Elanco Ear Board Book
61 Specialty campaign elements - single or series	Merit	Elanco	Signal Theory	Claro Vacation Print

## Best of Show

### Agricultural Audiences - Advertising

Television - Single or Series

Bayer Crop Science

Rhea + Kaiser

Delaro Complete Takes Out The Guesswork

### Agricultural Audiences - Digital

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

Wyffels Hybrids

O&H Brand Design

Digital Video Ad Series

## Specialty Audiences

Specialty campaign elements - single or series

Elanco

Signal Theory

Elanco Ear Board Book

### Agricultural Audiences - Public Relations

Brand Citizenship

Filament

In House

Activity Pages

### Consumer Audiences

Social Media campaign directed to consumers

B&W Trailer Hitches

Scenic Road

In The Gap

**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 in Kansas City.