

# Region 5 Best of NAMA Winners

## Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Integrated Campaign - Local	First	WADE, Inc.	Hunt	IntelliFarm Campaign Elements: WADE, Inc.
1 Integrated Campaign - Local	Merit	21st Century Equipment	Hunt Marketing	Mobile Learning Lab Assets: 21st Century Equipment
2 Integrated Campaign - Regional	First	Bayer Crop Protection	BBDO Atlanta	TriVolt Introduces Chat GTG
2 Integrated Campaign - Regional	Merit	BASF Corporation	VMLY&R	Cancel Summer
3 Integrated Campaign - National	First	Ag Resource Management	Paulsen	You Can's Spell FARM Without Us
4 New Product Introduction	First	Environmental Science U.S. Inc. Envu T&O	HLK Agency	Resilia Launch Campaign
4 New Product Introduction	Merit	Syngenta	G&S Business Communications	CruiserMaxx APX Supercharged Launch Campaign
5 Spreads, single or series	First	BASF Corporation	VMLY&R	Verdict® Herbicide - Paul Revere
5 Spreads, single or series	Merit	Environmental Science U.S. Inc. Envu T&O	HLK Agency	Resilia French Door (Gatefold/back cover)
6 Single-page Ads, single	First	Horizon Ag	Brighton Agency	This Is Rice Country
6 Single-page Ads, single	Merit	Bayer	BBDO Atlanta	Bayer Luna Flex Citrus Print Ad
7 Single-page Ads, series	First	Capital Farm Credit	Archer	Here for the Next Generation
7 Single-page Ads, series	Merit	Zoetis	Bader Rutter	Calf Wellness "Where the Difference Begins" print ads
10 Advertorials	First	Corteva Agriscience	Bader Rutter	6-Pg Gatefold for Resicore® XL Herbicide
10 Advertorials	Merit	Environmental Science U.S. Inc. Envu Vegetation Management	HLK Agency	Share the Spark Project: Advertorial
11 Radio - Single	First	BASF Corporation	VMLY&R	Renestra "Cancel Summer" Radio
11 Radio - Single	Merit	Bayer	BBDO Atlanta	Luna® Pro Fungicide "Elevate Your Defenses" 30 Sec Radio Spot
12 Radio - Series	First	Zoetis	Bader Rutter	Zoetis' Tools Radio
13 Television - Single or Series	First	Zoetis	Bader Rutter	"Born Of Necessity And Ingenuity"
13 Television - Single or Series	Merit	Sunshine Quality Solutions	Hunt Marketing	No Matter The Weather Campaign Elements
14 Audiovisual Presentations directed at farmers, ranchers and growers	First	Bayer	BBDO Atlanta	TriVolt Introduces Chat GTG Teaser Video
14 Audiovisual Presentations directed at farmers, ranchers and growers	Merit	Cobb	Bader Rutter	Cobb "What If?"
15 Audiovisual Presentations directed at dealers, distributors, sales reps or others serving agribusiness	First	The Certified Agriculture Group	8 Points Promotion dba Certified Agriculture Dealers	Breaking Through The Noise To Capture Dealer Audience's Attention
16 Direct Mail-directed at farmers, growers and ranchers - flat	First	Corteva Agriscience	Bader Rutter	Direct Mail for Resicore® XL Herbicide
16 Direct Mail-directed at farmers, growers and ranchers - flat	Merit	Corteva Agriscience	In House	LandVisor - A Whole New Way to See Your Land - laptop direct mail
17 Direct Mail-directed at farmers, growers and ranchers - three dimensional	First	HELM Agro	Filament	Gamma Evidence Bag
17 Direct Mail-directed at farmers, growers and ranchers - three dimensional	Merit	WADE, Inc.	Hunt	Spring Compact Utility Tractor Mailer: WADE, Inc.
18 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	First	Cotton Incorporated	Curious Plot	Dear Nutritionist: Whole Cottonseed Direct Mailer
18 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Environmental Science U.S. Inc. Envu Vegetation Management	HLK Agency	Natural Resources Conservation Service Initiative: Invora ® Herbicide Science + Straight Talk Direct Mail
19 Billboards or other outdoor ads	First	Bayer	OBP	Deltapine® Tamawrap®
19 Billboards or other outdoor ads	Merit	Corteva Agriscience	in House	Vydate C-LV Peanut (Cowboy) Campaign
20 Customer Brochures, Catalogs-farmer directed	First	Ag Resource Management	Paulsen	ARM Corporate Brochure
20 Customer Brochures, Catalogs-farmer directed	Merit	Zoetis	Bader Rutter	Zoetis Calf Wellness "Where the Difference Begins" Care Guide

Category Name	Place	Company	Agency	Entry Title	
Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	21	First	Ag Resource Management Environmental Science U.S. Inc.	Paulsen	ARM Corporate Brochure - Retailer
Exhibits -Live	23	First	Envu T&O	HLK Agency	Cultivate Booth - The Oasis
Exhibits -Live	23	Merit	Corteva Agriscience	Bader Rutter	NCBA Booth Graphics
Premiums/Specialties directed at farmers, growers and ranchers or others serving agribusiness	25	First	Zoetis	Bader Rutter	Born of the Bond Caps
Corporate Identity	26	First	Environmental Science U.S. Inc.	HLK Agency	Envu Brand Identity
Corporate Identity	26	Merit	Dahlbeck Distillery	Curious Plot	History. Neat. Dahlbeck Distillery Branding

## Agricultural Audiences - Public Relations

Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	28	First	Pharmgate Animal Health	Filament	PRRSGard Data Driven Campaign
Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	28	Merit	Firestone Agriculture	broadhead.	Rock the Crop
Media Relations	29	First	Ag Resource Management	Paulsen	Ag Resource Management Area PR Campaign
Public Affairs/Issues Management Program	30	First	Horizon Ag	Brighton Agency	The Provisia Working Group: Protecting A Critical Rice Weed Control System
News, Feature Article or Persuasive writing - Trade Media	33	First	Chr. Hansen Animal Health	CLUTCH Performance	Science Behind Multi-Strain Probiotics
News Release-Ag Media	34	First	Pharmgate Animal Health	Filament	Herd Health Management Tip
Events - Customer	35	First	HELM Agro	Filament	Masterclass & MasterChat
Events - Customer	35	Merit	Verdesian Life Sciences	In-House	Verdesian VIP Summit
Events - Media	36	First	Aquaculture Stewardship Council	Curious Plot	Sea Green. Be Green. With ASC and Bamboo Sushi
Events - Internal	37	First	Valent BioSciences	In-House	Connect Con '23
Events - Internal	37	Merit	Syngenta	G&S Business Communications	Storen Corn Herbicide - Internal Registration Celebration
Company and Association Newsletters - External	39	First	Zoetis	Bader Rutter	Beef Insider
Company and Association Newsletters - External	39	Merit	Corteva Agriscience	Bader Rutter	Range & Pasture Steward
Magazines - External	40	First	Bayer Crop Science	OBP	Deltapine® Special Texas Report February 2023
Company Publications - Internal	41	First	Valent BioSciences	In-House	Valent BioSciences 2022 Sustainability Report
Audio/Video Feature or Testimonial	43	First	Syngenta	G&S Business Communications	Miravis Top Product Review Videos
Audio/Video Feature or Testimonial	43	Merit	Corteva Agriscience	Bader Rutter	Breaking Down The Tar Spot Life Cycle

## Agricultural Audiences - Digital

Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	44	First	AMVAC	Archer	SIMPAS - Applied Solutions
Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	44	Merit	Environmental Science U.S. Inc. Envu Vegetation Management	HLK	Rezilon 360 Plot Tour: Undertone Digital Ads

Category Name	Place	Company	Agency	Entry Title
Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	First	Syngenta	G&S Business Communications	Tendovo Experience Site
Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	Merit	Adisseo USA Inc.	Bandicoot	MilkPay.com By Adisseo
Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	First	Bayer	BBDO Atlanta	Bayer Cereal Experts "Ask The Expert"
Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness	Merit	Sunshine Quality Solutions	Hunt Marketing	West Family Blog
Webinars & Podcasts	First	Helena Agri-Enterprises, LLC	Trilix	Fieldlink Podcast - Mental Health In Agriculture
Webinars & Podcasts	Merit	The Certified Agriculture Group	8 Points Promotion dba Certified Agriculture Dealers	Behind The Brand Series With The AgTruckTrader Pro Rodeo Team. Aired On The In-The-Loop Podcast With Jordan Jo Hollabaugh
Email Marketing	First	The Certified Agriculture Group	8 Points Promotion dba Certified Agriculture Dealers	Leveraging Influencers To Share The Agriculture Story
Email Marketing	Merit	Zoetis	Bader Rutter	Synovex® Exact10®
Social Community Building and Engagement	First	Firestone Agriculture	broadhead.	#TBT Social Post Series
Social Community Building and Engagement	Merit	WADE, Inc.	Hunt Marketing	WADE, Inc.: WADE Wants You TikTok Hiring Initiatives
Social tactic	First	Firestone Agriculture	broadhead.	Rock The Crop Social Campaign
Social tactic	Merit	Zoetis	Bader Rutter	Calf Wellness "Where The Difference Begins"
Smartphone Apps	First	Adisseo USA Inc.	Bandicoot	Expert Social Videos
Other Digital Tools	First	Zoetis	Bader Rutter	MilkPay App, By Adisseo
Other Digital Tools	Merit	Farm Credit Collaboration	Archer	Keep or Cull Experience
				FFA Jeopardy / Guessing Game

## Consumer Audiences

Company or Producer-Funded Advertising Campaign Element directed to consumers	First	Dahlbeck Distillery	Curious Plot	History, Hibbard Whiskey Packaging
Company or Producer-Funded PR Campaign directed to consumers	First	National Watermelon Promotion Board	Curious Plot	The Slice of Happy Project
Company or Producer-Funded PR Campaign Element directed to consumers	First	The Certified Agriculture Group	8 Points Promotion dba Certified Agriculture Dealers	Leveraging Influencers To Get Dealer Attention Around The Agriculture Story - Video Series
Social Media campaign directed to consumers	First	National Watermelon Promotion Board	Curious Plot	Staying Hydrated For National Watermelon Day 2023 - NWPB Giveaway

## Specialty Audiences

Specialty Advertising Campaign	First	Environmental Science U.S. Inc. Envu Vegetation Management	HLK Agency	Share the Spark Project: Campaign
Specialty Advertising Campaign	Merit	Environmental Science U.S. Inc. Envu T&O	HLK Agency	Envu Be a Force With Nature
Specialty PR Campaign	First	Environmental Science U.S. Inc. Envu T&P	HLK Agency	Envu T&O: Resilia Root Health Launch
Specialty Campaign Elements	First	Environmental Science U.S. Inc. Envu Vegetation Management	HLK Agency	Share the Spark Project: Weed Director Launch Video
Specialty Campaign Elements	Merit	Environmental Science U.S. Inc. Envu Vegetation Management	HLK Agency	Share the Spark Project: Direct Mail Series

**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.**