

Region V Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Bayer Crop Science	OBP	Deltapine "West Texas Strong"
1 Multimedia Campaigns-Local	Merit	Helena Agri-Enterprises, LLC	In House	Northwest Division Starter Fertilizer Campaign
2 Multimedia Campaigns-Regional	First	National Cotton Council	Archer Malmo	U.S. Cotton Trust Protocol "I'm In" Campaign
2 Multimedia Campaigns-Regional	Merit	Atticus	broadhead.	Atticus Print Series
3 Multimedia Campaigns-National	First	Corteva Agriscience	Bader Rutter	Multichannel Campaign: DuraCor® Herbicide
3 Multimedia Campaigns-National	Merit	Bayer Crop Protection	BBDO Atlanta	Bayer PLUS Rewards "Always In Season" Campaign
4 New Product Introduction	First	Corteva Agriscience	Bader Rutter	Launch Campaign: DuraCor® Herbicide
5 Spreads, single or series	First	Helena Agri-Enterprises, LLC	In House	Fullscale CropLife Crop Nutrition Special Report
6 Single-page Ads, single	First	National Cotton Council	Archer Malmo	U.S. Cotton Trust Protocol "I'm In" Grower Print Ad
6 Single-page Ads, single	Merit	Bayer Crop Protection	BBDO Atlanta	Luna "Game Plan" Print Ad (Potato)
7 Single-page Ads, single entry, series	First	National Cotton Council	Archer Malmo	U.S. Cotton Trust Protocol "I'm In" Grower Print Ad Series
7 Single-page Ads, single entry, series	Merit	Cotton Incorporated	FLM Harvest	Cow Tip
8 Trade Ads, single or series	First	Bayer Crop Protection	BBDO Atlanta	Bayer PLUS Rewards "Always In Season" Retailer Print Ad
9 Unique Print Advertising	First	Corteva Agriscience	Bader Rutter	High-Impact Print Ads: DuraCor® Herbicide
9 Unique Print Advertising	Merit	Corteva Agriscience	Bader Rutter	Insert For LANDVisor™ Advanced Brush Management
10 Advertorials	First	Horizon Ag	Brighton Agency	"Performance is . . ." Horizon Ag Rice Farming Advertorial Series
10 Advertorials	Merit	Syngenta	G&S Business Communications	Syngenta Approach Advertorial Campaign
11 Radio - Single	First	Bayer Crop Protection	OBP	Deltapine "Strong"
11 Radio - Single	Merit	Helena Agri-Enterprises, LLC	Trilix	Helena Adjuvants: What's In Your Tank? :30 Radio Spot
12 Radio - Series	First	Bayer Crop Protection	BBDO Atlanta	Cereal Experts Radio Interviews
13 Television - Single or Series	First	Corteva Agriscience	Bader Rutter	TV Spots: DuraCor® Herbicide
13 Television - Single or Series	Merit	Helena Agri-Enterprises, LLC	Trilix	Helena Orbix® With ENC®
14 Audiovisual Presentations directed to farmers, growers and ranchers	First	Chr. Hansen	Sort Stue	Bovamine Dairy Plus Launch AV
14 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Agricenter International	Archer Malmo	Farm Safe Campaign Video
15 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Helena Agri-Enterprises, LLC	Trilix	Helena Evolve (The Johnnie Roberts Story)
15 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Farm Credit Mid-America	Archer Malmo	Farm Credit Mid-America: Rosecreek Farms (Internal Video)
16 Direct Mail-directed to farmers, growers and ranchers - flat	First	Corteva Agriscience	In House	Ranchers Talk About The Need For DuraCor® Herbicide
16 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	National Cotton Council	Archer Malmo	U.S. Cotton Trust Protocol "I'm In" Direct Mail Campaign
17 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Corteva Agriscience	Bader Rutter	Direct Mail From LANDVisor™ Advanced Brush Management

Category Name	Place	Company	Agency	Entry Title
19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Bayer Crop Protection	BBDO Atlanta	Delaro Complete "Keep Your Operation Moving Forward" Retail Kit
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	National Cotton Council	Archer Malmo	U.S. Cotton Trust Protocol "I'm In" Direct Mail Campaign
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	PIC (Pig Improvement Company)	Filament	Happy Pigs Guide
22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Corteva Agriscience	In House	LANDVisor TM - Sales Collateral
23 Point-of-purchase materials	First	Syngenta	G&S Business Communications	Acuron Corn Herbicide Point-Of-Purchase Retailer Kit
23 Point-of-purchase materials	Merit	Corteva Agriscience	Bader Rutter	Introducing DuraCor® Herbicide To Ranchers At Retail
24 Exhibits -Live	First	Zoetis	Bader Rutter	2020 NCBA Exhibit
24 Exhibits -Live	Merit	AMVAC Chemical Corporation	Archer Malmo	SIMPAS 2020 Commodity Classic Exhibit
25 Exhibits - Virtual	First	Bayer Crop Protection	BBDO Atlanta	2020 CAPCA Conference Virtual Tradeshow Booth
26 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Bayer Crop Protection	BBDO Atlanta	2019 Tradeshow Scratch-Off Giveaway
27 Corporate Identity	First	Cotton Incorporated	FLM Harvest	Cottonseed Oil
27 Corporate Identity	Merit	AgLaunch	Archer Malmo	AgLaunch Logo & Brand
28 Advertising to agribusiness	First	Archer Malmo	In House	Archer Acre: Project 300

Agricultural Audiences - Public Relations

29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Syngenta	G&S Business Communications	Saltro Launch Campaign: Seeing Is Believing
29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Syngenta	G&S Business Communications	Acuron Corn Herbicide 2020 Marketing Campaign
30 Media Relations	First	AMVAC Chemical Corporation	Archer Malmo	SIMPAS Spring Beta Trials - Digital Media Kit
30 Media Relations	Merit	Zoetis	Bader Rutter	COVID-19 Media Relations
32 Brand Citizenship	First	Zoetis	Bader Rutter	Zoetis Calving Season
32 Brand Citizenship	Merit	Filament	Filament	Speaking A Farmer's Love Language Blog Post And Support Video
33 News, Feature Article or persuasive writing - Trade Media	First	Syngenta	G&S Business Communications	Power Through Uncertainty With Data-Driven Decisions
33 News, Feature Article or persuasive writing - Trade Media	Merit	Boehringer Ingelheim Animal Health USA, Inc. - Cattle Division	broadhead.	Prevent Costly Injection-Site Lesions And Protect Animal Welfare
34 News Release-Ag Media	First	AMVAC Chemical Corporation	Archer Malmo	AMVAC Conducts On-Farm Testing For New SIMPAS TM Application System
34 News Release-Ag Media	Merit	Bayer Crop Protection	BBDO Atlanta	Bayer Plus Rewards 2021 Program Year Launch Press Release
35 Events - Customer	First	Sipcam Agro USA Inc.	Woodruff	Sipcam Commodity Classic Show
35 Events - Customer	Merit	Helena Agri-Enterprises, LLC	Trilix	Helena's Grower Party At Commodity Classic
36 Events - Media	First	Helena Agri-Enterprises, LLC	In House	Commodity Classic Corn & Soybean Herbicide Launch
37 Events - Internal	First	Farm Credit Mid-America	Archer Malmo	Farm Credi Mid-America: All Employee Celebration
37 Events - Internal	Merit	Helena Agri-Enterprises, LLC	In House	The Corn & Soybean Herbicide Field Day
38 Events - Virtual	First	Boehringer Ingelheim Animal Health USA, Inc. - Swine Division	broadhead.	Boehringer Ingelheim Swine - Allen D. Lemans Swine Conference Virtual Welcome Reception
38 Events - Virtual	Merit	Animal Agriculture Alliance	In House	2020 Virtual Stakeholders Summit

Category Name	Place	Company	Agency	Entry Title
42 Company Publications - Annual Reports	First	United Dairy Industry Of Michigan	Filament	Crisis Packets
42 Company Publications - Annual Reports	Merit	Boehringer Ingelheim Animal Health USA, Inc. - Swine Division	broadhead.	Boehringer Ingelheim Swine PRRS Knowledge Manual
44 Audio/Video Feature or Testimonial	First	Paper And Packaging Board	FLM Harvest	The Innovation Of Handsome Brooke Farm's Egg Carton
44 Audio/Video Feature or Testimonial	Merit	Corteva Agriscience	Bader Rutter	Ranchers Talk About The Need For DuraCor® Herbicide

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Yara North America	Archer Malmo	Yara Calcium Nitrate 2020 Campaign
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Bayer	BBDO Atlanta	Delaro Disease Forecasting
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	U.S. Wheat Associates	502 Media Group	U.S. Wheat Associates 40th Anniversary Website
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Corteva Agriscience	Bader Rutter	PastureView.com - 360-Degree View Of The Pasture
47 Blogs	First	Filament	In House	How Will You Make The World A Better Place?
47 Blogs	Merit	Animal Agriculture Alliance	In House	Animal Ag Alliance Blog
48 Social Community Building and Engagement - Social Campaign	First	Firestone Ag	broadhead.	Firestone Ag #THROWBACKTHURSDAY Facebook And Twitter Series
48 Social Community Building and Engagement - Social Campaign	Merit	Boehringer Ingelheim Animal Health USA, Inc. - Cattlee Division	broadhead.	Boehringer Ingelheim Celebrates Cattle Producers During Dairy Month And Beef Month
49 Social tactic - a specific activity	First	Zoetis	Bader Rutter	Dear Dairy
49 Social tactic - a specific activity	Merit	Helena Agri-Enterprises, LLC	In House	"Ask The Expert" Facebook Live Series
51 Other non-Smartphone Digital Media	First	Bayer Crop Protection	BBDO Atlanta	ACP/HLB Citrus Pests - Interactive Infographic
51 Other non-Smartphone Digital Media	Merit	Bayer Crop Protection	BBDO Atlanta	Velum One Almond Interactive Infographic
52 Digital Marketing Tools	First	Syngenta	G&S Business Communications	Saltro® Intention Email
52 Digital Marketing Tools	Merit	Cotton Incorporated	Archer Malmo	Cotton Cultivted 2019 Email Program

Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	Agricenter International	Archer Malmo	Farm Safe
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	Shooting Hunger	Archer Malmo	Pulling Together. Feeding Neighbors
57 Website directed to consumers	First	National Watermelon Promotion Board	FLM Harvest	Watermelon.org
57 Website directed to consumers	Merit	Corteva Agriscience	Bader Rutter	Corteva Agriscience - HabitatWithHerbicides.com
58 Social Media campaign directed to consumers	First	National Watermelon Promotion Board	FLM Harvest	Reaching New Audiences With Cultural Influencers
58 Social Media campaign directed to consumers	Merit	Hearth, Patio and Barbecue Association	FLM Harvest	Back To Barbecue Day

Specialty Audiences

59 Specialty advertising campaign	First	Bayer Environmental Science	Rhea + Kaiser	Cultivating Stronger Communication
59 Specialty advertising campaign	Merit	Zoetis	Bader Rutter	Equine Dental Awareness Campaign - DORMOSEDAN® From Zoetis
60 Specialty PR campaign	First	Purina Animal Nutrition	Filament	Free Range Influencer Campaign
60 Specialty PR campaign	Merit	Corteva Agriscience	Bader Rutter	Campaign Launch For Corteva Vegetation Management
61 Specialty campaign elements - single or series	First	Zoetis	Bader Rutter	Annual Dental Exams Help Keep Horses On Their Best Behavior - Quick Tip Article From Zoetis
61 Specialty campaign elements - single or series	Merit	Syngenta	G&S Business Communications	Turning Science Into Storytelling With #ExperienceThe Action Virtual Reality

Note: All first and merit winners are eligible to advance equally to the national judging. You will receive an email from the national NAMA office by February 1 with instructions on how to advance your entries. Those entries that win at the national judging will be announced at the Best of NAMA Ceremony that kicks off the Agri-Marketing Conference in Kansas City.

Best of Show

Agricultural Audiences - Advertising

Corporate Identity
Cotton Incorporated
FLM Harvest
Cottonseed Oil

Agricultural Audiences - Digital

Digital Marketing Tools
Syngenta
G&S Business Communications
Saltro® Intention Email

Specialty Audiences

Specialty advertising campaign
Bayer Environmental Science
Rhea + Kaiser
Cultivating Stronger Communication

Agricultural Audiences - Public Relations

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Social Media campaign directed to consumers
National Watermelon Promotion Board
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