

Region VI Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
2 Multimedia Campaigns-Regional	First	New Holland	AdFarm	The Great New Holland Hay Tolls Giveaway
3 Multimedia Campaigns-National	First	Arm & Hammer Animal And Food Prc	C.O.nxt	#ScienceHearted Experts - Open Mind Creative
3 Multimedia Campaigns-National	Merit	Unverferth Manufacturing Company, Trilix		Unverferth 2020 Media Campaign
4 New Product Introduction	First	Zoetis	C.O.nxt	INHERIT Select Product Launch
6 Single-page Ads, single	First	Zoetis	C.O.nxt	INHERIT Select Print Ad
6 Single-page Ads, single	Merit	MidAtlantic Farm Credit	In House	Farmer Strong Ad
7 Single-page Ads, single entry, series	First	Seed Consultants	Paulsen	"Simply Better"
7 Single-page Ads, single entry, series	Merit	Arm & Hammer Animal And Food Prc	C.O.nxt	#ScienceHearted Expert Ads
9 Unique Print Advertising	First	FMC	FLM Harvest	Start Clean. Stay Clean. Outsert
11 Radio - Single	First	Seed Consultants	Paulsen	Seed Consultants - Simply Better
14 Audiovisual Presentations directed to farmers, growers and ranchers	First	New Holland	AdFarm	New Holland Interactive Display
14 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Syngenta	G&S Business Communications	Introducing The Nampa Trait Conversion Accelerator
15 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Kalbach Feeds Inc.	Social Motion Films	Wholesome Blends Introductory Video Brochure
16 and ranchers - flat	First	Seed Consultants	Paulsen	"Simply Better"
16 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	FMC	FLM Harvest	Inside-Out Protection
19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Advanced Biological Marketing	Brand It Marketing Communicati	Party In A Box
20 Billboards or other outdoor ads	First	FMC	FLM Harvest	Ups & Downs: 3RIVE 3D® Application System
21 directed-1 or more elements	First	FMC	FLM Harvest	Breaking The Weed Seedbank
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Blu-Jet	Trilix	Blu-Jet 15-Series Liquid Fertilizer Applicators Brochure
22 dealers, distributors, sales reps or others	First	Arm & Hammer Animal And Food Prc	C.O.nxt	AH Corporate Brochure
22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Unverferth Equipment	Trilix	X-Treme Grain Carts Brochure
24 Exhibits -Live	First	FMC	FLM Harvest	Seeing Is Believing Xyway TM #D Fungicide Display
25 Exhibits - Virtual	First	New Holland	Skyline TradeTec	Experience New Holland (https://experiencenewholland.com/)
27 Corporate Identity	First	FMC	FLM Harvest	FMC Citrus Ag Production Scholarship (CAPS)
27 Corporate Identity	Merit	Zoetis	C.O.nxt	INHERIT

Agricultural Audiences - Public Relations

33 News, Feature Article or persuasive writing - Trade Media	First	Arm & Hammer Animal and Food Production	C.O.nxt	Whole Farm Pathogen Control Series
33 News, Feature Article or persuasive writing - Trade Media	Merit	Syngenta	G&S Business Communicatio	Biodiversity - Key To Sustainably Feeding A Growing Global Population
36 Events - Media	First	Bayer Crop Science	Porter Novelli	Bayer Virtual Media Event
38 Events - Virtual	First	Canandaigua Chamber of Comm	29 Design Studio	Canandaigua Chamber Of Commerce "AlfrescoFLX" Virtual Conference
40 Company and Association magazines - First External - directed to farm customers, prospects or others serving agribusiness	First	MidAtlantic Farm Credit	AgLife Marketing	Leader Magazine
44 Audio/Video Feature or Testimonial	First	Arm & Hammer Animal and Food	C.O.nxt	AH Corporate Video

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	FMC	FLM Harvest	You Can't Control The Weather: Lucento® Fungicide
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	CommoditAg	Inspire PR Group	CommoditAg 2020 Socail Media Ads
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	FMC	FLM Harvest	The New Online Identity For FMC: Ag.FMC.com
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Farmers Market Federation of New York	29 Design Studio	Farmers Market Federation of New York "Open Together" Website
47 Blogs	First	Arm & Hammer Animal and Food	C.O.nxt	AH The Dish Blog
48 Social Community Building and Engagement - Social Campaign	First	FMC	FLM Harvest	Elevating #WOMENINAG
50 Smartphone Apps	First	New Holland	Skyline TradeTec	NH Passport App (IOS or Android)
51 Other non-Smartphone Digital Media	First	Zoetis	C.O.nxt	SMARTBOW Competitor Comparison App
52 Digital Marketing Tools	First	FMC	FLM Harvest	PrecisionPac® Application Innovation Virtual Reality
52 Digital Marketing Tools	Merit	Cargill/Provimi	Feedstuffs/Farm Progress (Magazine)	Precision Pork Podcast

Consumer Audiences

54 Company or Producer-Funded Advertising campaign element directed to consumers	First	American Dairy Association Mideast	Inspire PR Group	That's What Families Do
56 Company or Producer-Funded PR campaign element directed to consumers	First	Farmers Market Federation of New York	29 Design Studio	New York Farmers Market Federation "Open Together" Public Relations Campaign Element
56 Company or Producer-Funded PR campaign element directed to consumers	Merit	American Egg Board	Inspire PR Group	Eggs Across America Video
58 Social Media campaign directed to consumers	First	New York Corn and Soybean Growers	29 Design Studio	New York Corn And Soybean Growers Association "Soy Corny" Campaign
58 Social Media campaign directed to consumers	Merit	Kalbach Feeds Inc.	In House	Kalmbach Feeds Chick Diaries

Specialty Audiences

59 Specialty advertising campaign	First	FMC	FLM Harvest	Hello Rayora TM Fungicide
59 Specialty advertising campaign	Merit	New Holland	AdFarm	300 Series Compact Track Loader Product Launch
60 Specialty PR campaign	First	Pet Food Institute	Inspire PR Group	What's In A Pet Food Label
61 Specialty campaign elements - single or series	First	W.F. Young, Inc.	Signal Theory	W.F. Young's Silver Honey® Video

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, MO.

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