

Region 6 Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Integrated Campaign - Local	First	Horizon Farm Credit	AgFirst Farm Credit Bank	Grow Ahead
2 Integrated Campaign - Regional	First	FMC	Curious Plot	Crop Protection That Doesn't Clock Out
3 Integrated Campaign - National	First	Papillon Agricultural Company	C.O.nxt	The Most Rational Ration Decision
3 Integrated Campaign - National	Merit	Kemin Animal Nutrition & Health - North America	Lessing-Flynn	CLOSTAT Ruminant Campaign
5 Spreads, single or series	First	FMC	Curious Plot	Be A Champion This Season With The G.H.O.A.T. (Greatest Herbicide Of All Time)
6 Single-page Ads, single	First	Unverferth Manufacturing Co., Inc.	Trilix	Brent Family Ad
6 Single-page Ads, single	Merit	FMC	Curious Plot	The Right Tool For The Job: Anthem® Flex Herbicide Campaign For Wheat
7 Single-page Ads, series	First	Papillon Agricultural Company	C.O.nxt	The Most Rational Ration Decision Print Series
7 Single-page Ads, series	Merit	Seed Consultants	Meyocks	"We Know Where You Grow 2.0"
9 Unique Print Advertising	First	FMC	Curious Plot	Changing The Game With A Championship Fungicide Portfolio
9 Unique Print Advertising	Merit	Mosaic	CLUTCH Performance	Mosaic Corn Sprint False Cover
11 Radio - Single	First	Mosaic	CLUTCH Performance	Mosaic Corn Sprint Radio
11 Radio - Single	Merit	Seed Consultants	Meyocks	We Know Where You Grow 2.0
14 Audiovisual Presentations directed at farmers, ranchers and growers	First	BIOWISH Technologies	Mulberry Marketing Communications	BIOWISH® Enhanced Fertilizer Video
14 Audiovisual Presentations directed at farmers, ranchers and growers	Merit	Trimble	McCracken Consulting	"Technology That Works As Hard As You Do" - GFX Display Launch Videos
16 Direct Mail-directed at farmers, growers and ranchers - flat	First	Cooper Farms	Shift•ology Communication	Grow With Cooper Farms
20 Customer Brochures, Catalogs-farmer directed	First	Papillon Agricultural Company	C.O.nxt	Papillon Collateral Series
20 Customer Brochures, Catalogs-farmer directed	Merit	Unverferth Manufacturing Co., Inc.	Trilix	Seed Runner Tender Literature
21 Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	First	King Brothers Dairy	Agency 29	King Brothers Dairy Distributor Sell Sheet
21 Brochures, catalogs, etc., directed at dealers, distributors or sales reps or others serving agribusiness	Merit	Unverferth Manufacturing Co., Inc.	Trilix	Pro-Force
23 Exhibits -Live	First	FMC	Curious Plot	Dressed To ImPRESS At Commodity Classic 2023
23 Exhibits -Live	Merit	BrightFarms	Ten Acre Marketing	IFPA 2022 Booth Design
26 Corporate Identity	First	Breeding Insight	Agency 29	DeltaBreed Visual Identity
26 Corporate Identity	Merit	Safe Grain, Inc.	Shift•ology Communication	Safe Grain Launches New Brand

Agricultural Audiences - Public Relations

28 Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	First	Mosaic	CLUTCH Performance	Mosaic Corn Sprint Campaign
28 Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees	Merit	AdvanSix	CLUTCH Performance	Supplement Your Soybeans Program
33 News, Feature Article or Persuasive writing - Trade Media	First	FMC	Curious Plot	Agronomic Advice From The FMC Technical Corner
33 News, Feature Article or Persuasive writing - Trade Media	Merit	Ten Acre Marketing	In-House	National Hispanic Heritage Month

Category Name	Place	Company	Agency	Entry Title
38 Events - Virtual	First	American Dairy Association Indiana	Shift•ology Communication / Virtual Farm Trips	Live "Month Of May" Virtual Farm Trip With Indy 500 Milk Person Kerry Estes
40 Company and Association Magazines - External	First	New Holland Agriculture	Curious Plot	Refreshing New Holland ACRES Publication
42 Audio/Video Broadcast News	First	National Cattlemen's Beef Association	NCBA's Cattlemen to Cattlemen	NCBA's Cattlemen To Cattlemen - Veteran's Day Salute To Service
42 Audio/Video Broadcast News	Merit	National Cattlemen's Beef Association	NCBA's Cattlemen to Cattlemen	NCBA's Cattlemen To Cattlemen - Protecting The Great Plains Grasslands With Strategic Partnerships And Programs
43 Audio/Video Feature or Testimonial	First	Unverferth Manufacturing Co., Inc.	Trilix	Unverferth 75th Anniversary Video
43 Audio/Video Feature or Testimonial	Merit	National Cattlemen's Beef Association	NCBA's Cattlemen to Cattlemen	Virtual Fencing As A Climate Adaption Strategy

Agricultural Audiences - Digital

44 Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	First	Merck Animal Health	Angus Media	Ask The Vet
44 Advertising on the Web - directed at farmers, ranchers or growers, and all others serving agriculture	Merit	Mosaic	CLUTCH Performance	Mosaic Corn Sprint Banners
45 Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness	First	Star of the West Milling Company	Shift•ology Communication	Star Of The West Milling Company Website
47 Webinars & Podcasts	First	Arm & Hammer Animal And Food Production	C.O.nxt	Advancing Sustainability
47 Webinars & Podcasts	Merit	Angus Media	In-House	The Angus Conversation
48 Email Marketing	First	Mosaic	CLUTCH Performance	Mosaic Corn Sprint Tips Email
49 Social Community Building and Engagement	First	Papillon Agricultural Company	C.O.nxt	Papillon Social Media Campaign
50 Social tactic	First	Kemin Animal Nutrition & Health - North America	Lessing-Flynn	CLOSTAT Instant Experience
52 Other Digital Tools	First	McLanahan Corporation	Filament	Manure Management Regulations E-Book
52 Other Digital Tools	Merit	Mosaic	CLUTCH Performance	Mosaic Biosciences Metagenomics Video

Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	Pennsylvania Pork Producers Council	Rooster	Pennsylvania Pork - Raise A Rib Concepts And Print Media
54 Company or Producer-Funded Advertising Campaign Element directed to consumers	First	New York Kitchen	Agency 29	New York Kitchen Awareness Merchandise
55 Company or Producer-Funded PR Campaign directed to consumers	First	Mushroom Council	Curious Plot	"Allreceipes The Blend Campaign"
55 Company or Producer-Funded PR Campaign directed to consumers	Merit	American Egg Board	Inspire PR Group	Fighting Hunger By The Dozen
56 Company or Producer-Funded PR Campaign Element directed to consumers	First	San Joaquin County AgVenture	Shift•ology Communication / Virtual Farm Trips	San Joaquin County AgVenture Virtual Farm Trip Series
56 Company or Producer-Funded PR Campaign Element directed to consumers	Merit	American Dairy Association Mideast	Inspire PR Group	New Technology: Advancing Sustainability Video
57 Website directed to consumers	First	Mushroom Council	Curious Plot	Chop, Blend, Cook: Mushroom Council Landing Page
57 Website directed to consumers	Merit	Billsboro Winery	Agency 29	Billsboro Winery Website
58 Social Media campaign directed to consumers	First	Ohio Poultry Association	Inspire PR Group	Holiday Movie Campaign
59 Influencer Activation directed to consumers	First	Mushroom Council	Curious Plot	"Feed Your Immune System Influencer Program"

Specialty Audiences

61	Specialty PR Campaign	First	Pet Food Institute	Inspire PR Group	"PFI Vet Talks" Video Series Educates Pet Owners On Dog And Cat Wellness And Nutrition
62	Specialty Campaign Elements	First	Global Impact STEM Academy	Shift•ology Communication	Global Impact STEM Academy Case For Support

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