

Region 6 Best of NAMA Winners

Agricultural Audiences - Advertising

| Category Name | Place | Company | Agency | Entry Title |
|--|-------|---|---------------------------|---|
| 1 Integrated Campaign - Local | First | FMC | Curious Plot | Controlling the Threat of Western Bean Cutworm |
| 1 Integrated Campaign - Local | Merit | FMC | Curious Plot | Xyway Brand Fungicides Go Long |
| 2 Integrated Campaign - Regional | First | Sound Agriculture | Padilla | Sound Agriculture's 2022 Selling Season SOURCE Campaign |
| 2 Integrated Campaign - Regional | Merit | Farm Science Review | Shift•ology Communication | 2022 Farm Science Review Ad Campaign: Celebrating 60 Years, Embracing Time & Change |
| 3 Integrated Campaign - National | First | Arm & Hammer Animal and Food Production | C.O.nxt | The Power of & |
| 4 New Product Introduction | First | Arm & Hammer Animal and Food Production | C.O.nxt | Bringing Bacillus-based probiotic solutions to Japan |
| 7 Single-page Ads, single entry, series | First | Seed Consultants | Meyocks | We Know Where You Grow |
| 8 Trade Ads, single or series | First | Kemin Animal Nutrition & Health - North America | Lessing-Flynn | CLOSTAT- Target Pathogens With Probiotic Precision |
| 8 Trade Ads, single or series | Merit | Arm & Hammer Animal and Food Production | C.O.nxt | ARM & HAMMER Global CERTILLUS Launch Support |
| 10 Advertorials | First | FMC | Curious Plot | 2022: A Tipping Point for Weed Control in Soybeans |
| 11 Radio - Single | First | Sound Agriculture | Padilla | Sound Agriculture's "Wake Up Call" Radio Ad Submission |
| 11 Radio - Single | Merit | AdvanSix | CLUTCH | AdvanSix Place Your Bet Radio Ad |
| 14 Audiovisual Presentations directed at farmers, ranchers and growers | First | FMC | Curious Plot | FMC Upside: Insights |
| 16 Direct Mail-directed at farmers, growers and ranchers - flat | First | FMC | Curious Plot | We Mean Clean Soybean Direct Mailer Booklet |
| 16 Direct Mail-directed at farmers, growers and ranchers - flat | Merit | FMC | Curious Plot | Regional Winter Wheat Direct Mailers |
| 20 Customer Brochures, Catalogs-farmer directed-1 or more elements | First | Unverferth Manufacturing, Inc. | Trilix | Brent 98 Series |
| 23 Exhibits -Live | First | Trimble | McCracken | Trimble Agriculture at the 2022 National Farm Machinery Show |
| 23 Exhibits -Live | Merit | FMC | Curious Plot | Commodity Classic Presence: Solutions for Every Season |
| 26 Corporate Identity | First | Thistle Dew Creamery | McCracken | Thistle Dew Creamery Branding Package |

Agricultural Audiences - Public Relations

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|---|-------|-----------------------------|---------------------------|--|
| 28 Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees and all others serving agribusiness | First | AdvanSix | CLUTCH | AdvanSix Supplement Your Soybeans Program |
| 28 Overall PR Program - directed at farmers, ranchers, growers, stakeholders or employees and all others serving agribusiness | Merit | National Dairy FARM Program | Filament | Animal Observation Booklet and Online Guide |
| 29 Media Relations | First | New Holland Agriculture | Curious Plot | Fueling the Future |
| 32 Unique Sponsorship Campaign | First | Deerfield Ag Services | Shift•ology Communication | Deerfield Ag Series Fair Funding Starter Scholarship |
| 33 News, Feature Article or Persuasive writing - Trade Media | First | Corteva Agriscience | Bader Rutter | Vegetation Management Supplement Article (Earned Media: T&D World) |
| 33 News, Feature Article or Persuasive writing - Trade Media | Merit | FMC | Curious Plot | Advice From FMC: Croplife Contributor Series |

| Category Name | Place | Company | Agency | Entry Title |
|---|-------|--|-------------------------------|--|
| 40 Company and Association Magazines - External, print or elec - directed at farm customers, prospects or others serving agribusiness | First | Cooper Farm | Shift•ology Communication | Cooper Connection Quarterly Magazine |
| 42 Audio/Video Broadcast News | First | National Cattlemen's Beef Association Center for Public Policy | NCBA's Cattlemen to Cattlemen | Waters of the US - What It Is and How It Will Impact Cattle Farmers and Ranchers |
| 43 Audio/Video Feature or Testimonial | First | FMC | Curious Plot | Xyway Testimonial Preroll |
| 43 Audio/Video Feature or Testimonial | Merit | FMC | Curious Plot | 3RIVE 3D Testimonials |

Agricultural Audiences - Digital

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|--|-------|---|--------------------|---|
| 45 Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness | First | Assured Edge Solutions (AES) | 29 Design Studio | Assured Edge Solutions Website |
| 45 Internet Website - directed at farmers, ranchers or growers, and all others serving agribusiness | Merit | Conewango Products Corp. | LP&M Advertising | Conewango Products Website |
| 46 Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness | First | Arm & Hammer Animal and Food Production | C.O.nxt | The Dish - Preparing For Guidance For Industry #263 |
| 46 Digital Content - journals or blogs directed at farmers, ranchers or growers and all other serving agribusiness | Merit | FMC | Curious Plot | Building the FMC IPM Voice |
| 47 Webinars & Podcasts | First | AgCredit | McCracken | The AgCredit Said It Podcast |
| 47 Webinars & Podcasts | Merit | Balchem Animal Nutrition & Health | Tanbark Consulting | Rethinking Animal Behavior and Handling With Dr. Temple Grandin |
| 49 Social Community Building and Engagement - Social Campaign | First | National Dairy FARM Program | Filament | Farm Program Facebook Page Refresh |
| 50 Social tactic - a specific activity | First | F.L. Emmert | Signal Theory | Emmert Organic LinkedIn |
| 52 Other Digital Tools | First | Sunrise Cooperative | In House | PCT Shorts |
| 52 Other Digital Tools | Merit | American Dairy Association North East | LP&M Advertising | Summer Meals Interactive Resources |

Consumer Audiences

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|---|-------|---------------------------------------|--|---|
| 56 Company or Producer-Funded PR Campaign Element directed to consumers | First | United Dairy Industry of Michigan | Shift•ology Communication / Virtual Farm Trips | United Dairy Industry of Michigan Live "Breakfast And A Book" Virtual Learning Series |
| 57 Website directed to consumers | First | American Dairy Association North East | LP&M Advertising | New York Thursdays |
| 58 Social Media campaign directed to consumers | First | New York Cider Association | 29 Design Studio | Cider Week New York |

Specialty Audiences

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|---|-------|---------------------|--------------|--|
| 60 Specialty Advertising Campaign | First | DBC Ag Products | Filament | Backyard Chicken Health Pack Creative |
| 60 Specialty Advertising Campaign | Merit | Zoetis Equine | Colle McVoy | Long Live the Horse Zoetis Equine Campaign |
| 61 Specialty PR Campaign | First | Corteva Agriscience | Bader Rutter | Corteva Agriscience Vegetation Management |
| 62 Specialty Campaign Elements - single or series | First | DBC Ag Products | Filament | Backyard Poultry Facebook Giveaway |
| 62 Specialty Campaign Elements - single or series | Merit | Zoetis Equine | Colle McVoy | Long Live the Horse Video |

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 2023 Agri-Marketing Conference, April 26-28 in St. Louis.

