

Region II Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Corteva Agriscience	Bader Rutter	Campaign For LANDvisor TM Advanced Brush Management
1 Multimedia Campaigns-Local	Merit	Channel	HLK	Channel Iowa Strong Campaign
2 Multimedia Campaigns-Regional	First	Corteva Agriscience	Bader Rutter	Launch Campaign for Brevant TM Seeds
2 Multimedia Campaigns-Regional	Merit	The Climate Corporation	Paradowski Creative	FieldView Plus / Bayer PLUS Rewards Campaign
3 Multimedia Campaigns-National	First	Cattlemen's Beef Board	Swanson Russell	Your Dollar Does Campaign
3 Multimedia Campaigns-National	Merit	Merck Animal Health	Signal Theory	Safe-Guard Campaign
4 New Product Introduction	First	Nutrien	AdFarm	Smart Nutrition Campaign
4 New Product Introduction	Merit	Bayer/Roundup Ready Xtend Crop	HLK	XtendFlex® Next Big Thing Product Launch
6 Single-page Ads, single	First	Bayer Crop Science - Regional Brands	HLK	Hubner Print Ad
6 Single-page Ads, single	Merit	Phibro Animal Health Corporation	Brighton Agency	OmniGen® Pro Ad
7 Single-page Ads, single entry, series	First	Hallmarq Veterinary Imaging	DMH	Clarity Is Critical
7 Single-page Ads, single entry, series	Merit	Phibro Animal Health Corporation	Brighton Agency	Provia Prime TM Ads Series
8 Trade Ads, single or series	First	United Soybean Board	OBP	Where The Rubber Meets The Row
9 Unique Print Advertising	First	Corteva Agriscience	Bader Rutter	Print Cover Wrap For Brevant TM Seeds
9 Unique Print Advertising	Merit	Bayer/Roundup Ready Xtend Crop	HLK	XtendFlex® Next Big Gatefold Unit
10 Advertorials	First	Koch Agronomic Services	Swanson Russell	2020 ANVOL CropLife Advertorial
10 Advertorials	Merit	Channel	HLK	Channel Advice Series
11 Radio - Single	First	Channel	HLK	Change the Channel ASMR Radio
11 Radio - Single	Merit	Bayer Crop Science - Regional Brands	HLK	Hubner Radio Ad
12 Radio - Series	First	Corteva Agriscience	Bader Rutter	Brevant TM Seeds: Radio Series
12 Radio - Series	Merit	Bayer Crop Science	OBP	DEKALB Sports Minute
13 Television - Single or Series	First	Corteva Agriscience	Bader Rutter	Video Series for Brevant TM Seeds
13 Television - Single or Series	Merit	Channel	HLK	"The Truth" Channel :60 Television
14 Audiovisual Presentations directed to farmers, growers and ranchers	First	John Deere	In House	X9 Combine Launch - History Of Harvesting
14 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	GrainBridge	OBP	Changing Farming Forever, Starting Today
15 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	The Climate Corporation	Coolfire Studios	FieldView TM Quest: 8-Bit Rick
15 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	United Soybean Board	OBP	Just Keep Watching Us
16 Direct Mail-directed to farmers, growers and ranchers - flat	First	Phibro Animal Health Corporation	Brighton Agency	OmniGen® Pro Direct Mail
16 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Channel	HLK	Measurable Results - Channel Pre-Harvest Direct Mail
17 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Tonistry	OBP	"Strength in Numbers"
17 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Channel	HLK	Channel Acquisition Welcome Kit
19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Channel	HLK	Kernel Of Truth Recruitment Campaign
19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Channel	HLK	"Room To Grow" Recruitment Campaign

Category Name	Place	Company	Agency	Entry Title
20 Billboards or other outdoor ads	First	Bayer Crop Science	OBP	DEKALB "Winning Has Roots"
20 Billboards or other outdoor ads	Merit	Bayer Crop Science	OBP	260: Asgrow "One More"
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Elanco Animal Health	FLM Harvest	Parasite Control From The Brand You Trust
21 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Phibro Animal Health Corporation	Brighton Agency	OmniGen® Brochure Series
22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Bayer Crop Science	OBP	DEKALB DHM Silage Guide 2020
22 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Bayer Crop Science - Regional Brands	HLK	Specialty 2021 Seed Guide
23 Point-of-purchase materials	First	United Soybean Board	OBP	South Dakota Trade Book
23 Point-of-purchase materials	Merit	ZuPreem	DMH	ZuPreem Fiber Long Packaging
24 Exhibits -Live	First	Channel	HLK	Channel Challenge (Commodity Classic)
24 Exhibits -Live	Merit	American Soybean Association	David & Associates	ASA Commodity Classic Booth 2020
25 Exhibits - Virtual	First	Bayer Crop Science	OBP and HLK	Bayer Farm Progress Show 2020
25 Exhibits - Virtual	Merit	Bayer Crop Science	Paradowski Creative	Digital Farming Augmented Reality
26 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Bayer Crop Science	OBP	DEKALB At-Home Race Kit (KS)
26 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Channel	HLK	Room To Grow Recruitment Campaign - Beverage Cooler
27 Corporate Identity	First	AMVAC Chemical	Swanson Russell	AMVAC Product Logo System
27 Corporate Identity	Merit	GrainBridge	OBP	"Changing Farming Forever, Starting Today"
28 Advertising to agribusiness	First	AdFarm	In House	Rub Club
28 Advertising to agribusiness	Merit	Signal Theory	In House	Holiday Coaster Collection Mailer with AR

Agricultural Audiences - Public Relations

29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	American Soybean Association	David & Associates	ASA First Soy Century Celebration
29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Channel	HLK	Channel Iowa Strong Derecho Response
30 Media Relations	First	Bayer Crop Science	OBP	DEKALB At-Home Race Kit (MI)
30 Media Relations	Merit	Kinze Manufacturing	OBP	Kinze High-Speed Planter Introduction
31 Public Affairs/Issues Management program	First	Farm Journal Foundation	The Carol Anderson Group	Farm Journal Foundation "Farmers Feed The World Campaign"
31 Public Affairs/Issues Management program	Merit	Cactus Cares	Cultivate Agency	Cactus Cares Employee Rollout Kit And Program Launch
32 Brand Citizenship	First	Bayer Crop Science	OBP	DEKALB Winning Has Roots Scholarship
33 News, Feature Article or persuasive writing - Trade Media	First	Corteva Agriscience	Bader Rutter	Disrupting Pasture Management: The Profit-per-Acre Approach
33 News, Feature Article or persuasive writing - Trade Media	Merit	Channel	HLK	Channel Agronomy Column Series

Category Name	Place	Company	Agency	Entry Title
35 Events - Customer	First	Rabo AgriFinance	In House	2019 Peru Trip: Connecting Global Ag Knowledge
35 Events - Customer	Merit	Bayer Crop Science	OBP	DEKALB Asgrow Ride 'N' Rock Country Night
36 Events - Media	First	CLAAS	Woodruff	CLAAS Online Special Media Preview
36 Events - Media	Merit	Alta Seeds	Woodruff	igrowth Virtual Media Event
37 Events - Internal	First	American Soybean Association	In House	ASA 2020 Annual Banquet
37 Events - Internal	Merit	American Soybean Association	In House	ASA Fouts Soyland Farm Celebration
38 Events - Virtual	First	Channel	HLK	Channel Seedsman Ignite
38 Events - Virtual	Merit	AMVAC Chemical	Swanson Russell	2021 Innovations For U.S. Corn And Soybean Growers - AMVAC Virtual Media Event

39 Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	First	Corteva Agriscience	Bader Rutter	Range & Pasture Steward
39 Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	Merit	Channel	HLK	Channel OnPoint Newsletter
40 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	American Soybean Association	David & Associates	American Soybean Magazine
40 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	Merit	United Soybean Board	OBP	Beyond The Bean
42 Company Publications - Annual Reports	First	American Soybean Association	In House	ASA 100th Anniversary Commemorative Book
42 Company Publications - Annual Reports	Merit	Micro Technologies And Elanco	Cultivate Agency	Cattle Tales 2020 Calendar
43 Audio/Video Broadcast News	First	Bayer Crop Science	OBP	DEKALB Asgrow College Roadshow 2019
43 Audio/Video Broadcast News	Merit	National Cattlemen's Beef Association	NCBA's Cattlemen to Cattlemen - In House	NCBA's Cattlemen To Cattlemen - Beef And Corn Sustainability
44 Audio/Video Feature or Testimonial	First	American Soybean Association	David & Associates	ASA: The First Soy Century
44 Audio/Video Feature or Testimonial	Merit	Bayer - Global Vegetable Seeds	HLK	Tomorrow's Seeds Today Video Series

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Bayer Crop Science	OBP	DEKALB "Winning Has Roots"
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Channel	HLK	Change The Channel Digital Marketing Campaign
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	JBS USA	FLM Harvest	2019 Sustainability Websites
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Bayer Crop Science	OBP	Bayer "From Here We Grow" Platform (FPS 2020)
47 Blogs	First	The Climate Corporation	Paradowski Creative	Climate.com Fieldview Blogs
47 Blogs	Merit	Bayer/WestBred Wheat	HLK	WestBred® Wheat - The Tiller
48 Social Community Building and Engagement - Social Campaign	First	Lindsay Corporation	Bader Rutter	Art of Water Social Media Campaign
48 Social Community Building and Engagement - Social Campaign	Merit	Bayer - Global Vegetable Seeds	HLK	Tomorrow's Seeds Today Video Series
49 Social tactic - a specific activity	First	Purina Animal Nutrition	Filament	Snapchat Filters
49 Social tactic - a specific activity	Merit	United Soybean Board	OBP	Take Action Pest Week
52 Digital Marketing Tools	First	The Climate Corporation	Coolfire Studios	FieldView™ "Around The Farm" Podcast
52 Digital Marketing Tools	Merit	Sage VC	Scenic Road	Helm 360 Plot Tour

Consumer Audiences

Category Name	Place	Company	Agency	Entry Title
53 Company or Producer-Funded Advertising campaign directed to consumers	First	United Soybean Board	OBP	Use Soy For That: An Integrated Marketing Campaign
53 Company or Producer-Funded Advertising campaign directed to consumers	Merit	United Soybean Board	OBP	"Make Whatever You Make More Sustainable"
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	Nutrien Ag Solutions	OBP	Nutrien Ag Solution "Two-Track Mind" Series
54 Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Shatto Milk	Signal Theory	Shatto Milk Kansas City Chiefs Milk Bottles
55 Company or Producer-Funded PR campaign directed to consumers	First	Kansas Wheat Commission	502 Media Group	Wheat State Crate Campaign
55 Company or Producer-Funded PR campaign directed to consumers	Merit	Nebraska Corn Board	Bcom Solutions	Sustainability CornsTalk

56 Company or Producer-Funded PR campaign element directed to consumers	First	Farm Journal Foundation	The Carol Anderson Group	Farm Journal Foundation - Voice Of The Farmer Garden: Virtual Learning Laboratory Meets Need During Pandemic
56 Company or Producer-Funded PR campaign element directed to consumers	Merit	Kansas Wheat Commission	502 Media Group	Wheat State Crate Budding Artist Magazine
57 Website directed to consumers	First	Nebraska Corn Board	Bcom Solutions, LLC	Sustainability Cornstalk
57 Website directed to consumers	Merit	Bayer Crop Science	Paradowski Creative	Crop Science Conversation Feature
58 Social Media campaign directed to consumers	First	Bayer Crop Science	Paradowski Creative	Pollinator Pairing Menu
58 Social Media campaign directed to consumers	Merit	Bayer Crop Science	Paradowski Creative	Shrinking Short Corn Video

Specialty Audiences

59 Specialty advertising campaign	First	Canopy Animal Health	DMH	Canopy Animal Health Vet Campaign
59 Specialty advertising campaign	Merit	Elanco	Signal Theory	Claro Vacation Campaign
60 Specialty PR campaign	First	Canopy Animal Health	DMH	Canopy Animal Health Veterinarian PR Launch Campaign
61 Specialty campaign elements - single or series	First	Canopy Animal Health	DMH	Canopy Animal Health Media Relations
61 Specialty campaign elements - single or series	Merit	Elanco	Signal Theory	Elanco Parasite Poster

Best of Show

Ag. Audiences - Advertising

Multimedia Campaigns-National
Cattlemen's Beef Board
Swanson Russell
Your Dollar Does Campaign

Ag. Audiences - Digital

Digital Marketing Tools
The Climate Corporation
Coolfire Studios
FieldView TM "Around The Farm" Podcast

Specialty Audiences

Specialty campaign elements - single or series
Canopy Animal Health
DMH
Canopy Animal Health Media Relations

Ag. Audiences - Public Relations

Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness
American Soybean Association
David & Associates
ASA First Soy Century Celebration

Consumer Audiences

Company or Producer-Funded PR campaign directed to consumers
Kansas Wheat Commission
502 Media Group
Wheat State Crate Campaign

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.