

# Region I Best of NAMA Winners

## Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Morris Industries	WS	Morris: Innovation Unearthed
1 Multimedia Campaigns-Local	Merit	Cibus	Think Shift	Cibus - Falco
2 Multimedia Campaigns-Regional	First	ADAMA Global	Think Shift	ADAMA Global - Made by Many
2 Multimedia Campaigns-Regional	Merit	Verdesian Life Sciences	Think Shift	Verdesian - Keep it in Your Plants
3 Multimedia Campaigns-National	First	Cargill Animal Nutrition	Turnpike	Bringing Dreams to Life
4 New Product Introduction	First	Cibus	Think Shift	Cibus - Falco
4 New Product Introduction	Merit	Anuvia Plant Nutrients	WS	SymTRX: Future of Fertilizer
5 Spreads, single or series	First	Cargill Animal Nutrition	Turnpike	Bringing Dreams to Life
6 Single-page Ads, single	First	Morris Industries	WS	Morris Industries and STARS
6 Single-page Ads, single	Merit	Cibus	Think Shift	Cibus - Falco
7 Single-page Ads, single entry, series	First	Morris Industries	WS	Morris; Innovation Unearthed
7 Single-page Ads, single entry, series	Merit	Boehringer Ingelheim Animal Health USA Inc.	broadhead.	Strong Defense
9 Trade Ads, single or series	First	Idaho Potato Commission	Evans, Hardy + Young, Inc.	"Foodservice Ads"
9 Trade Ads, single or series	Merit	Idaho Potato Commission	Evans, Hardy + Young, Inc.	"Retailer Ads"
10 Unique Print Advertising	First	Bayer Canada	Think Shift	Monsanto - Wallet
10 Unique Print Advertising	Merit	Boehringer Ingelheim Animal Health USA Inc.	broadhead.	Cattle First Beef Media Insert
11 Advertorials	First	Morris Industries	WS	Morris Industries and STARS
12 Radio - Single	First	Bayer Canada	Think Shift	Bayer Canada-Truflex
12 Radio - Single	Merit	Bayer Canada	Think Shift	Bayer Canada-Xtend
13 Radio - Series	First	Morris Industries	WS	Morris: Innovation Unearthed
14 Television - Single or Series	First	Bayer Canada	Think Shift	Bayer Canada-Truflex
14 Television - Single or Series	Merit	Cibus	Think Shift	Cibus-Falco
15 Audiovisual Presentations directed to farmers, growers and ranchers	First	AdFarm	In House	AdFarm on the Future of Food: Canada's Agriculture Day 2019
15 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Boehringer Ingelheim Animal Health, Inc.	broadhead.	Partner, Protect, Perform. Launch Video
17 Direct Mail-directed to farmers, growers and ranchers - flat	First	Anuvia Plant Nutrients	WS	SymTRX: Future of Fertilizer
19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	FMC	FLM Harvest	California Pest Control Advisor (PCA) Portfolio Direct Mail
21 Billboards or other outdoor ads	First	Morris Industries	WS	Morris: Innovation Unearthed Billboard
22 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Netafim USA	In House	Crop Brochure Series
22 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	My Dairy Dashboard	Swanson Family of Companies	My Dairy Dashboard 4 Page Brochure
23 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Newport Laboratories, Inc.	broadhead.	Newport Laboratories, Inc. Collateral System
24 Point-of-purchase materials	First	Corteva Agriscience	AdFarm	Tridem Launch
25 Exhibits	First	Netafim USA	In House	Hemp - It Takes A Pioneer
26 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Virtus Nutrition	Swanson Family of Companies	Quick Guides to Fatty Acids Kit
27 Corporate Identity	First	Cibus	Think Shift	Cibus - Falco
27 Corporate Identity	Merit	Protein Industries Canada	Think Shift	Protein Industries Canada

## Agricultural Audiences - Public Relations

Category Name	Place	Company	Agency	Entry Title
29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Grow West	Clutch	Grow West Brand Launch
29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Nutrien	AdFarm	ESN NAFB Booth
30 Media Relations	First	Idaho Potato Commission	Evans, Hardy + Young, Inc.	The Big Idaho Potato Hotel
30 Media Relations	Merit	Newport Laboratories, Inc.	broadhead.	Adjuvant Education
32 News or Feature Article-Trade Media	First	Dan Zinkand Comm., LLC	In House	Midwest Sessions Increase Interest in Cover Crops
32 News or Feature Article-Trade Media	Merit	AdFarm	In House	Beyond the Hype of Blockchain
33 Persuasive Writing	First	Think Shift	In House	Think Shift - NAFTA
34 News Release-Ag Media	First	Cargill	In House	Great American Milk Drive Campaign Results
35 Events - Customer	First	Bayer Crop Science	Paradowski Creative and Happy	Bayer Vegetable Seeds Division, "Agriculture & Innovation Showcase"
44 Audio/Video Feature or Testimonial	First	Bayer Crop Science	Rhea + Kaiser	Bayer Horticulture Testimonial Videos
44 Audio/Video Feature or Testimonial	Merit	Morris Industries	WS	Morris Testimonials

## Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Verdesian Life Sciences	Think Shift	Verdesian - Keep it in Your Plants
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	ADAMA Global	Think Shift	ADAMA Global- Made by Many (Online Video)
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Boehringer Ingelheim Animal Health USA Inc.	broadhead.	LockoutTeatSealant.com
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Vive Crop Protection	WS	Vive Crop Protection Website
47 Blogs	First	Think Shift	In House	Agri-Culture Content Series
48 Community Building and Engagement - Social Campaign	First	Netafim USA	Pollack PR Marketing Group	Saltwater - A Texas Farm's Future Hangs in the Balance
48 Community Building and Engagement - Social Campaign	Merit	Netafim USA	Pollack PR Marketing Group	The Pioneers - Industrial Hemp Farming in South Carolina
49 Social tactic - a specific activity	First	AdFarm	In House	Life's Simple Ingredient Family Day Contest
50 Smartphone Apps	First	Boehringer Ingelheim Animal Health USA Inc.	broadhead.	Lockout Tube Hunt Game
52 Digital Marketing Tools	First	Nutrien	AdFarm	ESN Spotify Playlist
52 Digital Marketing Tools	Merit	Verdesian Life Sciences	Think Shift	Verdesian - Keep it in Your Plants

## Consumer Audiences

55 Company or Producer-Funded PR campaign directed to consumers	First	Mushroom Council	FLM Harvest	Blended Burger Project: Home Edition
56 Company or Producer-Funded PR campaign element directed to consumers	First	Alberta Wheat Commission	AdFarm	Life's Simple Ingredient Partnership with Crème

## Specialty Audiences

59 Specialty advertising campaign	First	Elanco Canada	WS	Share Everything
59 Specialty advertising campaign	Merit	Elanco Canada	WS	Who's Your Dog? Who's Your Cat?
61 Specialty campaign elements - single or series	First	Cat Healthy	WS	Cat Healthy Infographic

## **Best of Show**

### **Ag. Audiences - Advertising**

Multimedia Campaigns-Local

Morris Industries

WS

Morris: Innovation Unearthed

### **Ag. Audiences - Digital**

Community Building and Engagement - Social Campaign

Netafim USA

Pollack PR Marketing Group

Saltwater - A Texas Farm's Future Hangs in the Balance

### **Specialty Audiences**

Specialty Advertising Campaign

Elanco Canada

WS

Share Everything

### **Ag. Audiences - Public Relations**

Media Relations

Idaho Potato Commission

Evans, Hardy + Young, Inc.

The Big Idaho Potato Hotel

### **Consumer Audiences**

Company or Producer-Funded PR campaign directed to consumers

Mushroom Council

FLM Harvest

Blended Burger Project: Home Edition

**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, April 15-17, in San Diego.