

Region IV Best of NAMA Winners

Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
1	Multimedia Campaigns-Local	First	Milk Products Inc.	Filament	Milk Products-Whole Milk Campaign
1	Multimedia Campaigns-Local	Merit	Illinois Soybean Association	Charleston Orwig, Inc.	ILSoyAdvisor is Here to Help
2	Multimedia Campaigns-Regional	First	Case IH Agriculture	Equity Creative	Case IH 50 Reasons to Love a Maxxum Campaign
2	Multimedia Campaigns-Regional	Merit	Beck's Hybrids	In House	It Takes Heart
3	Multimedia Campaigns-National	First	Bayer Crop Science	Rhea + Kaiser	Bayer Corvus Campaign
3	Multimedia Campaigns-National	Merit	Case IH	Bader Rutter	Built by Farmers Brand Campaign
4	New Product Introduction	First	Purina Animal Nutrition	Filament	Purina® Flock Hen Treats Launch Campaign
4	New Product Introduction	Merit	Hampel	Filament	Hampel Ultimate Chicken Coop Launch Campaign
5	Spreads, single or series	First	Wyffels Hybrids	O&H Brand Design, Musta Advertising	"100% Corn"
5	Spreads, single or series	Merit	Beck's Hybrids	In House	It Takes Heart Series
6	Single-page Ads, single	First	Bayer Animal Health	FLM Harvest	Bite Back with Clean-UP II
6	Single-page Ads, single	Merit	Corteva Agriscience	Bader Rutter	Next-generation Farmer Ad
7	Single-page Ads, single entry, series	First	GROWMARK FS	Rhea + Kaiser	FS Bringing You What's Next: Single-Page Print Series
8	Less-than-page Ads, single/series	First	FutureCow	Filament	FutureCow Brand Ad
9	Trade Ads, single or series	First	GenOvations, LLC	Filament	Genovations Ad Series
9	Trade Ads, single or series	Merit	CornPro Trailers	BLNKPG	Premium is the New Standard, Rebrand
10	Unique Print Advertising	First	Precision Planting	In House	Unique Print Advertising
10	Unique Print Advertising	Merit	Pioneer	Bader Rutter	Corn Revolution 4-Page Insert
11	Advertorials	First	Milk Products Inc.	Filament	Milk Products - Whole Milk Advertorial
11	Advertorials	Merit	Beck's Hybrids	In House	The Ultimate Flexibility in Herbicide Application
12	Radio - Single	First	Case IH Agriculture	Equity Creative	Case IH Farmall Utility Series Tractors - Come Clean
12	Radio - Single	Merit	Tillable	Stephan & Brady	:60 Radio "Able"
13	Radio - Series	First	Case IH Agriculture	Equity Creative	Case IH Farmall Utility Series Tractors Series
13	Radio - Series	Merit	Nedap Livestock Management	Filament	Nedap Livestock Management Podcast Commercial
14	Television - Single or Series	First	Case IH	Bader Rutter	Built by Farmers TV Commercial
14	Television - Single or Series	Merit	Wyffels Hybrids	O&H Brand Design	"Grownup"
15	Audiovisual Presentations directed to farmers, growers and ranchers	First	Purina Animal Nutrition	Filament	Purina Dairy More Than Feed Video
15	Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Beck's Hybrids	In House	It Takes Heart Anthem
16	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Precision Planting	In House	Audiovisual Presentations
16	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	GROWMARK Energy Division	Mary Auth Marketing & Public Relations Strategies	FS Propane and Irrigation - Long Version July 2019
17	Direct Mail-directed to farmers, growers and ranchers - flat	First	Wyffels Hybrids	O&H Brand Design	Seed Order Thank You
17	Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Precision Planting	In House	Direct Mail
18	Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Wyffels Hybrids	O&H Brand Design	Loyal Customer Thank You

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18	Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Beck's Hybrids	In House	Nematodes. The Hidden Enemy.
19	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	Hoard's Dairyman	Charleston Orwig, Inc.	American Ninja Dairy Cows
20	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Milk Products Inc.	Filament	Sav-A-Caf Distributors Direct Mail
20	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	GROWMARK, Inc.	Josh Cicciarelli, Freelance Graphic Designer	FS Gold Standard Campaign Kit
21	Billboards or other outdoor ads	First	PhytoGen	Bader Rutter	PhytoGen Yieldmobiles
21	Billboards or other outdoor ads	Merit	Tillable	Stephan & Brady	Tillable Double Billboard
22	Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Beck's Hybrids	In House	Farmers At Heart - Beck's 2020 Product and Program Guide
22	Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Purina Animal Nutrition	Filament	Purina® Cattle Visual White Paper and BRD Sell Sheet
23	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Nutra-Crop	BLNKPG	Nutra-Crop Product Catalog
23	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	GROWMARK, Inc.	In House	FS Adjuvant Catalog
24	Point-of-purchase materials	First	Purina Animal Nutrition	Filament	Purina® Flock Chick(en) Days Dealer Kit
24	Point-of-purchase materials	Merit	Wyffels Hybrids	O&H Brand Design	Serving Those Who Served Seed Bag
25	Exhibits	First	Indiana Soybean Alliance	Rhea + Kaiser	Indiana Soybean Alliance - 2019 Student Soybean Innovation Competition
25	Exhibits	Merit	Syngenta	G&S Business Communications	Big Yields Drive Big Trade Show Display for NK Soybeans
26	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Purina Animal Nutrition	Filament	Purina® Flock Flock-Tober Coop Signs
26	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Beck's Hybrids	In House	PFR Proven Calendar
27	Corporate Identity	First	CornPro Trailers	BLNKPG	CornPro Trailers: Strength Comes Standard
28	Advertising to agribusiness	First	Hoard's Dairyman	Charleston Orwig, Inc.	American Ninja Dairy Cows
28	Advertising to agribusiness	Merit	Rhea + Kaiser	In House	Rhea + Kaiser After the After-Party (Fully Loaded)

Agricultural Audiences - Public Relations

29	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	International Beef Cattle Academy	Filament	International Beef Cattle Academy Public Relations Campaign
29	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Corteva Agriscience	Bader Rutter	The Core Program
30	Media Relations	First	SCN Coalition	MorganMyers	The SCN Coalition Media Relations Campaign
30	Media Relations	Merit	Corteva Agriscience	Bader Rutter	Power to Do More Contest
32	News or Feature Article-Trade Media	First	Illinois Soybean Association	Charleston Orwig, Inc.	The Dehydrated Elephant in the Room
32	News or Feature Article-Trade Media	Merit	GEA	Filament	GEA Evolution of the Milking Parlor Article
33	Persuasive Writing	First	EstroTECT	Filament	ESTROTECT Beef Management Tip and Audio Tip

Category Name	Place	Company	Agency	Entry Title
34 News Release-Ag Media	First	Purina Animal Nutrition	Filament	Purina Swine Stomach Size Management Tip
34 News Release-Ag Media	Merit	SCN Coalition	MorganMyers	"No, Nematodes Don't Drown"
35 Events - Customer	First	Illinois Soybean Association	Charleston Orwig, Inc.	The Journey to the Top Starts at the Summit
35 Events - Customer	Merit	GROWMARK, Inc.	In House	The FS System at the 2019 Farm Progress Show
36 Events - Media	First	Case IH	Bader Rutter	National Farm Machinery Show
36 Events - Media	Merit	GROWMARK, Inc.	In House	AgValidity Launch
37 Events - Internal	First	Case IH	Bader Rutter	Case IH National Training Event
37 Events - Internal	Merit	GROWMARK, Inc.	In House	FS Propane Summer Showcase
38 Company and Association newsletters - External - directed to farmers, growers and ranchers	First	Beck's Hybrids	In House	CropTalk
38 Company and Association newsletters - External - directed to farmers, growers and ranchers	Merit	Purina Animal Nutrition	Filament	Purina® Cattle Checkpoint Newsletter
39 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	First	Corteva Agriscience	Bader Rutter / John Wallace Communications	Range & Pasture Steward
41 Company Publications - Internal	First	GROWMARK, Inc.	In House	SOURCE Magazine
41 Company Publications - Internal	Merit	Corteva Agriscience	Bader Rutter	The Core Quarterly Magazine
42 Company Publications - Annual Reports	First	Foremost Farms USA	MorganMyers	A Year of Action, Implementation and Execution - 2018 Foremost Farms Annual Report
42 Company Publications - Annual Reports	Merit	GROWMARK, Inc.	Mary Auth Marketing & Public Relations Strategies	GROWMARK Endure Brochure
43 Audio/Video Broadcast News	First	Purina Animal Nutrition	Filament	Purina Cattle Cattlemen to Cattlemen Video Segment
43 Audio/Video Broadcast News	Merit	CoBank	Charleston Orwig, Inc.	CoBank Thought Leadership on RFD-TV's Market Day Report
44 Audio/Video Feature or Testimonial	First	Beck's Hybrids	In House	Why I Farm - Rising Above the Floodwaters
44 Audio/Video Feature or Testimonial	Merit	GreenStone Farm Credit Services	Message Makers	Rooted in New Beginnings: GreenStone's YBSF Program

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Purina Animal Nutrition	Filament	Purina Flock - Flock Strong Digital Ad
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Wyffels Hybrids	O&H Brand Design, Musta Advertising	100%
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Boehringer Ingelheim Animal Health Inc	broadhead.	BVDVTracker.com
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Dairyland Seed	Charleston Orwig, Inc.	Dairyland Seed Website
47 Blogs	First	Illinois Soybean Association	Charleston Orwig, Inc.	ILSoyAdvisor Blog
47 Blogs	Merit	Rhea + Kaiser	In House	MarketingToFarmers.com
48 Community Building and Engagement - Social Campaign	First	Purina Animal Nutrition	Filament	Purina Flock - Flock Strong Social Campaign
48 Community Building and Engagement - Social Campaign	Merit	Dairyland Seed	Charleston Orwig, Inc.	Better, Smarter, Stronger Dairyland Seed on Social Media
49 Social tactic - a specific activity	First	Purina Animal Nutrition	Filament	Purina Flock Flock-Tober Game Day Social Tactic
49 Social tactic - a specific activity	Merit	Case IH	Bader Rutter	Social Reveal for AFS Connect
52 Digital Marketing Tools	First	Syngenta	G&S Business Communications	Rewarding Resistance Leadership Knowledge

	Category Name	Place	Company	Agency	Entry Title
52	Digital Marketing Tools	Merit	Illinois Soybean Association	Scenic Road	Lifecycle of Biodiesel VR Experience

Consumer Audiences

53	Company or Producer-Funded Advertising campaign directed to consumers	First	CNH Aftermarket Solutions	AdFarm	CNH Aftermarket Solutions - Dad Days Promotion
53	Company or Producer-Funded Advertising campaign directed to consumers	Merit	Corteva Agriscience	Bader Rutter	Plate-Wise Program
54	Company or Producer-Funded Advertising campaign element directed to consumers	First	Illinois Corn Marketing Board	MorganMyers	Illinois Runs on Homegrown Corn
54	Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Innovative Vector Control Consortium	Charleston Orwig, Inc.	ZERO by 40: Eradication is Possible
55	Company or Producer-Funded PR campaign directed to consumers	First	Corteva Agriscience	Bader Rutter	The Growing Debate Podcast
56	Company or Producer-Funded PR campaign element directed to consumers	First	Illinois Farm Bureau & Illinois Farm Families	MorganMyers	"Connecting Farm to Food" Influencer Event
56	Company or Producer-Funded PR campaign element directed to consumers	Merit	Dairy Management Inc.	Edelman	Farm to Food Bank Stories
57	Website directed to consumers	First	Illinois Farm Bureau & Illinois Farm Families	MorganMyers	WatchUsGrow Redesign
58	Social Media campaign directed to consumers	First	CNH Aftermarket Solutions	AdFarm	CNH Aftermarket Solutions Father's Day Campaign
58	Social Media campaign directed to consumers	Merit	Illinois Beef Association	MorganMyers	Illinois Beef Month Campaign

Specialty Audiences

59	Specialty advertising campaign	First	Purina Animal Nutrition	Filament	Purina® Flock Meat Bird Advertising Campaign
60	Specialty PR campaign	First	Purina Animal Nutrition	Filament	Purina® Flock Hen Treats Influencer Campaign
60	Specialty PR campaign	Merit	Zoetis	Bader Rutter	Campaign Launch for CORE EQ
61	Specialty campaign elements - single or series	First	Purina Animal Nutrition	Filament	Purina® Flock Flock Strong Filter Social Tactic
61	Specialty campaign elements - single or series	Merit	Purina Animal Nutrition	Filament	Purina® Flock Flock Strong YouTube Ads

Best of Show

Agricultural Audiences - Advertising

Point of Purchase Materials

Purina Animal Nutrition

Filament

Purina® Flock Chick(en) Days Dealer Kit

Agricultural Audiences - Digital

Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture

Purina Animal Nutrition

Filament

Purina Flock - Flock Strong Digital Ad

Specialty Audiences

Specialty campaign elements - single or series

Purina Animal Nutrition

Filament

Purina® Flock Flock Strong Filter Social Tactic

Agricultural Audiences - Public Relations

Audio/Video Feature or Testimonial

Beck's Hybrids

In House

Why I Farm - Rising Above the Floodwaters

Consumer Audiences

Company or Producer-Funded Advertising campaign element directed to consumers

Illinois Corn Marketing Board

MorganMyers

Illinois Runs on Homegrown Corn

Note: All first & merit winners can advance equally to national judging. You'll receive an email from the national NAMA office by Feb. 1 instructing how to advance entries. National judging winners will be announced at the Best of NAMA Ceremony at the Agri-Marketing Conference, April 15-17, in San Diego.