

Region 5 Best of NAMA Winners

Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
1	Multimedia Campaigns-Local	First	Bayer Crop Science // Deltapine	OBP Agency	Deltapine "Pride"
1	Multimedia Campaigns-Local	Merit	Helena Agri-Enterprises, LLC	Trilix	Almond Wise
2	Multimedia Campaigns-Regional	First	BASF	VMLY&R	FiberMax "As Tough As You Are" Campaign
2	Multimedia Campaigns-Regional	Merit	Zoetis	Bader Rutter	Spring Calving Season 2021
3	Multimedia Campaigns-National	First	Zoetis	Bader Rutter	Zoetis Born of the Bond campaign
3	Multimedia Campaigns-National	Merit	AGCO	Colle McVoy	Fendt GROW BOLD Campaign
4	New Product Introduction	First	AGCO	Colle McVoy	Fendt Rogator 900 Series New Product Introduction
4	New Product Introduction	Merit	Bayer Crop Protection	BBDO Atlanta	Roundup PowerMax 3 New Product Launch
5	Spreads, single or series	First	Helena Agri-Enterprises, LLC	In House	Fullscale CropLife Crop Nutrition Special Report
6	Single-page Ads, single	First	Bayer Crop Protection	BBDO Atlanta	Movento MPC "Protection in High-Def" Print Ad
6	Single-page Ads, single	Merit	Bayer Crop Science // Deltapine	OBP Agency	Deltapine "The Pursuit of Pride"
7	Single-page Ads, single entry, series	First	Capital Farm Credit	Archer Malmo	CFC Better Together Campaign Refresh Series
7	Single-page Ads, single entry, series	Merit	Atticus	broadhead.	A Reliable Ally
9	Unique Print Advertising	First	AGCO	Colle McVoy	Fendt Rogator 900 Series Print Advertising
9	Unique Print Advertising	Merit	Bayer Crop Protection	BBDO Atlanta	Movento MPC "Protection in High-Def" French Gatefold Print Ad
10	Advertorials	First	Bayer Environmental Science US	HLK	Rezilon Advertorial - Raising Quality With Rezilon Herbicide ... Rezilon Bellyband
10	Advertorials	Merit	Corteva Agriscience	Bader Rutter	Advertorial series: Cotton Grower special issue sponsored by PhytoGen® cottonseed
11	Radio - Single	First	Bayer Crop Science // Deltapine	OBP Agency	Deltapine "Season Long Performance"
11	Radio - Single	Merit	BASF	VMLY&R	Provysol "Missing Piece" Radio
12	Radio - Series	First	BASF	VMLY&R	Veltyma "Coming Soon To a Field Near You" Radio
13	Television - Single or Series	First	Bayer Crop Science // DEKALB Asgrow Deltapine	OBP Agency	DEKALB Asgrow Deltapine "Eye of the Agronomist"
13	Television - Single or Series	Merit	Firestone Ag	broadhead.	Firestone Ag Trace Adkins Video Spot "Look Like A Farmer"
14	Audiovisual Presentations directed to farmers, growers and ranchers	First	Bayer Crop Science // DEKALB Asgrow Deltapine	OBP Agency	DEKALB Asgrow Deltapine "Agronothon"
14	Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Bayer Crop Protection	BBDO Atlanta	Bayer Plus Rewards "How It Works" Video
15	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Wade Incorporated	Archer Malmo	Intellifarm Launch Video
15	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Farm Credit Mid-America	Archer Malmo	Farm Credit Mid-America Internal Video Series
16	Direct Mail-directed to farmers, growers and ranchers - flat	First	Corteva Agriscience	In House	See the Unseen - LandVisor Lenticular Mailer
16	Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Helena Agri-Enterprises	In House	Helena New Locations Direct Mail
17	Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Zoetis	Bader Rutter	Celebrating 10 years of clarity
17	Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Corteva Agriscience	In House	See the Unseen - LandVisor Pop Out Surprise Mailer

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19	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Syngenta Seeds	G&S Business Communications	Agrisure Field Day in a Box
19	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Bayer Crop Science // Deltapine	OBP Agency	Deltapine NPE Summit "Wooden Crates"
20	Billboards or other outdoor ads	First	Wade Incorporated	Hunt Marketing	Dreaming Of Green
20	Billboards or other outdoor ads	Merit	BASF	VMLY&R	Pristine "Masterpiece" Billboard
21	Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Corteva Agriscience	In House	Range & Pasture Weed ID Guide
21	Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	SIMPAS	Archer Malmo	SIMPAS application system Sales Sheets
22	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Bayer Environmental Science US	HLK	Densicor "Frightful Five" Brochure
22	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Bayer Environmental Science US	HLK	Tetrino Complete Solution Brochure
23	Point-of-purchase materials	First	Bayer Crop Protection	BBDO Atlanta	Roundup PowerMax 3 Product Launch-Retail Kit
24	Exhibits -Live	First	Zoetis and Performance Livestock Analytics	Bader Rutter	2021 NCBA Exhibit
24	Exhibits -Live	Merit	Cotton Incorporated	Curious Plot	Whole Cottonseed "Cow Tip" Exhibit
25	Exhibits - Virtual	First	Bayer Environmental Science, a Division of Bayer CropScience LP	HLK	Bayer Environmental Science Turf & Ornamentals - Bayer Golf Virtual Booth
25	Exhibits - Virtual	Merit	Bayer Environmental Science, a Division of Bayer CropScience LP	HLK	Bayer Environmental Science Turf & Ornamentals - Bayer Virtual Greenhouse
26	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Farm Credit	Archer Malmo	NCBA Customer Event Collateral
26	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Bayer Crop Protection	BBDO Atlanta	Roundup PowerMax 3 Product Launch-Retail Kit
27	Corporate Identity	First	Agricenter International	Archer Malmo	Veterans Employed in Technology and Service in Agriculture (VETSA)
27	Corporate Identity	Merit	Wade Incorporated	Archer Malmo	Wade Incorporated, IntelliFarm Branding

Agricultural Audiences - Public Relations

29	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	BASF	VMLY&R	BASF Public Relations Program: Your Field is the Future
29	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	AGCO	Colle McVoy	Fendt PR Program and Luke Bryan Partnership
30	Media Relations	First	BASF	VMLY&R	A Game Changing PR product launch for Teraxxa
30	Media Relations	Merit	Syngenta Seeds	G&S Business Communications	Golden Harvest Enlist E3 Soybeans Blitz
32	Brand Citizenship	First	Vestaron	AdFarm	Vestaron Sustainability Platform
33	News, Feature Article or persuasive writing - Trade Media	First	Pig Improvement Company	Filament	Sow Trends Roundtable Article/Sow Management Trends Management Tip
33	News, Feature Article or persuasive writing - Trade Media	Merit	Syngenta	G&S Business Communications	Forecasting A Better Farm
34	News Release-Ag Media	First	Biovante	Archer Malmo	Jimmy Frederick World Record Soybean Yield News Release

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34	News Release-Ag Media	Merit	Syngenta Seeds	G&S Business Communications	Golden Harvest Agronomists Share Strategies to Help Farmers Manage Season Challenges
35	Events - Customer	First	RFD-TV	8 Point Promotions LLC DBA Certified Agriculture Dealerships	AgRally: A New National / Local Farm Show Event
35	Events - Customer	Merit	Helena Agri-Enterprises	In House	FieldLink Farmer Series at Commodity Classic
36	Events - Media	First	Syngenta	G&S Business Communications	Acuron GT Virtual Media Panel
36	Events - Media	Merit	Zoetis	Bader Rutter	Zoetis Cattle Virtual Media Roundtable
38	Events - Virtual	First	Syngenta Seeds	G&S Business Communications	Summerfest on Demand
38	Events - Virtual	Merit	Bayer Crop Science // Deltapine	OBP Agency	Deltapine "NPE Summit 2020"
39	Company and Association newsletters - External - farmers, ranchers, or dealer and distributors	First	Horizon Ag	Brighton Agency	"Performance is. . ." E-blast Campaign for Horizon Ag
42	Company Publications - Annual Reports	First	National Dairy FARM Program	Filament	2020 Year in Review
43	Audio/Video Broadcast News	First	AGCO	Exponent PR	Fendt Rise Before Sunrise Video Series With Luke Bryan
43	Audio/Video Broadcast News	Merit	Chr. Hansen	Rack & Pinion	Microbial Minutes Podcast Series
44	Audio/Video Feature or Testimonial	First	Corteva Agriscience	Bader Rutter	PhytoGen® cottonseed: Thriving in Cotton video series
44	Audio/Video Feature or Testimonial	Merit	Syngenta	G&S Business Communications	Peanut Doctor: When To Stop Disease Management

Agricultural Audiences - Digital

45	Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Zoetis	Bader Rutter	CLARIFIDE® Plus: 'Now' HTML Banners
45	Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Yara North America	Archer Malmo	Yaravita PROCOTE Campaign
46	Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Corteva Agriscience	Aggio	Calculating the Reason Ranchers Need Weed Control Solutions
46	Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Zoetis	Bader Rutter	Zoetis Born of the Bond website
47	Blogs	First	Syngenta Crop Protection Inc.	G&S Business Communications	Tavium Plus Vaporgrip Technology: Dicamba Herbicides Blog Series
47	Blogs	Merit	Filament	In House	TikTok: The New Kid On The Agri-Marketing Block
48	Social Community Building and Engagement - Social Campaign	First	The Cotton Board	Archer Malmo	The Cotton Board - "Let's Talk"
48	Social Community Building and Engagement - Social Campaign	Merit	AGCO	Exponent PR	Fendt Rise Before Sunrise Social
49	Social tactic - a specific activity	First	Corteva Agriscience	Bader Rutter	CortevaPastures influencer campaign
49	Social tactic - a specific activity	Merit	Syngenta	G&S Business Communications	Acuron Find More Bushels Social Campaign
50	Smartphone Apps	First	AMVAC	Archer Malmo	SIMPAS - Applied Solutions Net Return Calculator
51	Other non-Smartphone Digital Media	First	SIMPAS	Archer Malmo	SIMPAS - Applied Solutions Ipad Web Apps
51	Other non-Smartphone Digital Media	Merit	Corteva Agriscience	In House	Range & Pasture Digital Weed ID Guide
52	Digital Marketing Tools	First	Zoetis	Bader Rutter	Excenel® RTU EZ Saves You Time
52	Digital Marketing Tools	Merit	Bayer Crop Protection	BBDO Atlanta	Bayer Plus Rewards Online Calculator Tool

Consumer Audiences

55	Company or Producer-Funded PR campaign directed to consumers	First	Mushroom Council	Curious Plot	Explore Mushrooms! Mushroom Month
55	Company or Producer-Funded PR campaign directed to consumers	Merit	Renewable Fuels Association	ZimmComm	RFA Sturgis Buffalo Chip Promotions Summary
56	Company or Producer-Funded PR campaign element directed to consumers	First	Shooting Hunger	Archer Malmo	Shooting Hunger Video
58	Social Media campaign directed to consumers	First	Bayer Crop Protection	BBDO Atlanta	Roundup PowerMAX® 3 Paid Social

Specialty Audiences

59	Specialty advertising campaign	First	Firestone Ag	broadhead.	Wild Ready Campaign
59	Specialty advertising campaign	Merit	Bayer Environmental Science US, a Division of Bayer CropScience LP	HLK	Tetrino New Product Launch Campaign
60	Specialty PR campaign	First	Boehringer Ingelheim	VMLY&R	A Tranquil Trot: Music in Moments of Stress
61	Specialty campaign elements - single or series	First	Bayer Environmental Science US, a Division of Bayer CropScience LP	HLK	Densicor "Frightful Five" FP4C
61	Specialty campaign elements - single or series	Merit	Purina Animal Nutrition	Filament	Coop Signs

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, MO.