

Region VI Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
3 Multimedia Campaigns-National	First	Merck Animal Helath	Signal Theory	Merck Animal Health Works Campaign
5 Spreads, single or series	First	Merck Animal Helath	Signal Theory	Merck Animal Health Works-Spread Ad
5 Spreads, single or series	Merit	New Holland	AdFarm	New Holland & Hunter Brothers Brand Ad
6 Single-page Ads, single	First	Merck Animal Health	Signal Theory	Cattle Friendly Vaccines Print Ad
6 Single-page Ads, single	Merit	FMC	FLM Harvest	Yours. Theirs. The Next-Generation of In-Furrow Control.
7 Single-page Ads, single entry, series	First	Seed Consultants	Paulsen	"Performance for the Eastern Corn Belt"
7 Single-page Ads, single entry, series	Merit	Seed Consultants	Burke Johnson	"Demand Value with No Compromise-Dairy"
8 Less-than-page Ads, single/series	First	Brent Equipment	Trilix	Brent Family of Products Ad
12 Radio - Single	First	Seed Consultants	Burke Johnson	More than Ever
12 Radio - Single	Merit	Seed Consultants	Burke Johnson	Value Train
15 Audiovisual Presentations directed to farmers, growers and ranchers	First	New Holland	AdFarm	The Hunter Brothers and New Holland
15 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Advanced Biological Marketing	Brand It Marketing Communications	Let's Get Dirty...It Starts Underground Video
18 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Cargill	Turnpike Creative	2019 World Dairy Expo Cargill Direct Mail
19 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	Kent Nutrition Group	In House	National Business Conference (BBC) "It's Island Time" Mailer
20 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Ohio Soybean Council	FLM Harvest	Investor Communications Calendar
21 Billboards or other outdoor ads	First	FMC	FLM Harvest	Future Farming Now With 3RIVE 3D® Application System
22 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	New Holland	AdFarm	New Holland Commercial Hay Tools Brochure
22 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Bayer Vegetable Seeds	Paradowski Creative	De Ruiter® First Look Variety Profile
23 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	American Dairy Association North East	LP&M Agency	Super 7 Dairy Programs Kit
23 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	ARM & HAMMER	Charleston Orwig, Inc.	Arm & Hammer Animal and Food Production Brand Book
24 Point-of-purchase materials	First	New Holland	AdFarm	New Holland Commercial Hay Tools Infographic
24 Point-of-purchase materials	Merit	Kent Nutrition Group	Bader Rutter	Blue Seal® Home Fresh® Poultry Feed: Dealer POP Kits
25 Exhibits	First	Advanced Biological Marketing	Brand It Marketing Communications	Let's Get Dirty... It Starts Underground
25 Exhibits	Merit	KTG North America	LP&M Agency	Trade Show Display
27 Corporate Identity	First	Papillon Agricultural Company	LP&M Agency	Pappillon Corporate ID

Agricultural Audiences - Public Relations

29 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	New Holland	AdFarm	New Holland Bale Density Study PR
30 Media Relations	First	New Holland	AdFarm	Genesis T8 PLM Launch PR
30 Media Relations	Merit	New Holland	AdFarm	New Holland Presence at Ag Media Summit
32 News or Feature Article-Trade Media	First	ARM & HAMMER	Charleston Orwig, Inc.	Overcoming a Mycotoxin Nightmare

Category Name	Place	Company	Agency	Entry Title
32 News or Feature Article-Trade Media	Merit	Deerfield Ag Services	Shift•ology Communication	H20: Groselle Family Farms and Swims with Intensity of World Champions
34 News Release-Ag Media	First	Provimi	In House	Nurture Swine Program and Technologies - Press Release
36 Events - Media	First	Syngenta	G&S Business Communications	Trait Conversion Accelerator Grand Opening
37 Events - Internal	First	Kent Nutrition Group	In House	2019 KNG University
37 Events - Internal	Merit	FMC	FLM Harvest	FMC Brand Launch Event
38 Company and Association newsletters - External - directed to farmers, growers and ranchers	First	New Holland	AdFarm	New Holland News Quarterly Magazine
41 Company Publications - Internal	First	ARM & HAMMER	Charleston Orwig, Inc.	Arm & Hammer Animal and Food Production Monthly Newsletter
42 Company Publications - Annual Reports	First	American Dairy Association North East	LP&M Agency	"Just Say Cheese!" Book

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Merck Animal Health	Signal Theory	Merck Animal Health Works Anthem Video
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Midwest Apple Improvement Association	FLM Harvest	Midwest Apple Improvement Association's New Website (MAIAApples.com)
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Kent Nutrition Group	Bader Rutter	Website for Blue Seal Feeds
47 Blogs	First	Ohio Soybean Council	FLM Harvest	Field Leader Blogs
48 Community Building and Engagement - Social Campaign	First	ARM & HAMMER	Charleston Orwig, Inc.	Arm & Hammer Animal and Food Production Facebook Launch
48 Community Building and Engagement - Social Campaign	Merit	Cargill	Tara Vander Dussen	#MilkChugChallenge
50 Smartphone Apps	First	American Dairy Association North East	LP&M Advertising	Dairy-X Augmented Reality App
51 Other non-Smartphone Digital Media	First	Cargill	Turnpike Creative	Component Efficiency Online Calculator
52 Digital Marketing Tools	First	American Dairy Association North East	LP&M Advertising	World Milk Tour Program
52 Digital Marketing Tools	Merit	FMC	FLM Harvest	FMC Webinar Series

Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	Ohio Soybean Council	FLM Harvest	Future Eats
55 Company or Producer-Funded PR campaign directed to consumers	First	Ohio Poultry Association with the American Egg Board	Inspire PR Group	Dish on Eggs - Recipes from the EGGsperts
55 Company or Producer-Funded PR campaign directed to consumers	Merit	Ohio Soybean Council	Shift•ology Communication	Ohio Soybean Council Partnership with Lee's Famous Recipe Chicken
56 Company or Producer-Funded PR campaign element directed to consumers	First	American Dairy Association Mideast	Inspire PR Group	Why Dairy Farmers Love What They Do Video
58 Social Media campaign directed to consumers	First	American Dairy Association Mideast	Inspire PR Group	National Dairy Month 2019

Specialty Audiences

59 Specialty advertising campaign	First	W.F. Young	Signal Theory	UltraShield Campaign
59 Specialty advertising campaign	Merit	FMC	FLM Harvest	Scion Insecticide with UVX Technology Product Launch Advertising Campaign
60 Specialty PR campaign	First	Pet Food Institute	Inspire PR Group	Cat Nutrition from Whisker to Paw
61 Specialty campaign elements - single or series	First	W.F. Young	Signal Theory	UltraShield Point-of-Purchase

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.