

ALL SIGNS POINT TO KC



**BEST OF NAMA**

2017



### **Master of Ceremonies**

Max Armstrong, This Week in Agribusiness, Farm Progress

### **Order of Awards**

Specialty Categories  
Consumer  
Public Relations  
Digital  
Outdoor  
Advertising  
Producer's Choice

BEST OF SHOW SPECIALTY  
BEST OF SHOW CONSUMER  
BEST OF SHOW DIGITAL  
BEST OF SHOW PUBLIC RELATIONS  
BEST OF SHOW ADVERTISING  
GRAND CHAMPION

### **Best of NAMA Committee**

**Chair:** Tim Holmes, Martin Williams

**Vice Chair:** Jon Brakebill, Filament

### **Special Thanks to:**

**Martin Williams** for providing creative for the call for entries, "Signs" video production and show production.

**Farm Progress** for sponsoring the Best of NAMA Finalists' Reception.

**Farm Journal** for producing the opening video.

**Readex Research** and **Farm Progress** for executing the Producer's Choice Award.

**High Plains Journal** for sponsoring the Call for Entries.

**Paulsen Marketing** for sponsoring the Program Booklet.

**DuPont Pioneer** and **Hoard's Dairyman** for providing food and beverage at judging.

**RFD** for sponsoring the Best of Show Awards.

### **Specialty Advertising Campaign**

Nufarm Americas, Inc. / Archer Malmo  
Pinpoint Fungicide Launch Campaign  
Packers Sanitation Services, Inc. (PSSI) / CharlestonOrwig, Inc.  
Redefine Clean Campaign  
Kent Nutrition Group / Bader Rutter  
Campaign for Inspire  
Royal Canin USA / Brighton Agency  
That's a Eukanuba Dog Campaign  
Cargill Animal Nutrition / Padilla  
Educating Horse Owners on Topline Health  
Royal Canin USA / Brighton Agency  
Eukanuba Puppy Campaign  
Standard Process / CharlestonOrwig, Inc.  
Standard Process Pup Club: Puppy Wellness Campaign

### **Specialty PR Campaign**

Boehringer Ingelheim / FLM Harvest  
Lyme Disease, Spotted Fever, and...Red Meat Allergy?: Rediscovering the Lone Star Tick  
Zoetis / Bader Rutter  
#1Vaccinated Campaign  
Cargill Animal Nutrition / Padilla  
Educating Horse Owners On Topline Health  
Boehringer Ingelheim / FLM Harvest  
"Highlighting Boehringer Ingelheim's Client Focus with CLIENTOLOGY"  
Boehringer Ingelheim / FLM Harvest  
"A Decade of Difference: Celebrating 10 Years of Innovation in Canine Cardiology"  
Diamond Pet Foods / Woodruff  
Diamond Presents - Breakaway Siberians 2017  
Illinois Soybean Association / MorganMyers and Coleman Communications  
Illinois Soybean Association Tuna Feed Research Results Campaign

### **Specialty Campaign Elements - Single or Series**

Monsanto Vegetable Seeds / Edelman  
Seminis® High Rise Broccoli Retailer Sell Sheet  
Syngenta / Martin Williams  
Golf Industry Show - Agronomic Programs From the Ground Up  
Balchem Animal Nutrition & Health / Tanbark Consulting  
PetShure Introduction  
Purina Animal Nutrition / Filament  
Purina Flock Guide  
PureCircle / CharlestonOrwig, Inc.  
PureCircle® Supply Chain Infographic  
Margaux Farm / Advantage Agri-Marketing Services  
Bloodhorse Magazine "Full Circle" Advertisement  
Royal Canin USA / Brighton Agency  
Eukanuba "That's A Eukanuba Dog" Sell Sheet  
Cargill Animal Nutrition / Padilla  
Educating Horse Owners on Topline Health  
Nufarm Americas, Inc. / Archer Malmo  
Pinpoint Fungicide - "Pinpoint the Threat of Dollar Spot" Video

Boehringer Ingelheim / broadhead.  
Prascend - Word Horse Print - Full Page  
Royal Canin USA / Brighton Agency  
Eukanuba Performance Games Event Branding

## CONSUMER

### **Company or Producer-Funded Advertising Campaign Directed to Consumers**

California Walnuts Board / Evans, Hardy + Young, Inc.  
Simple Meals  
Missouri State Fair / Callis Integrated Marketing  
Come Home - 2017 Missouri State Fair Advertising Campaign  
Monsanto / Paradowski Creative  
"Give Back by Moving Forward" Modern Ag Campaign  
Wisconsin Milk Marketing Board / Wisconsin Cheese / Shine United  
"Enticement" Print Campaign  
American Dairy Association North East / LP&M Advertising  
ADANE Breakfast After the Bell Campaign  
CHS Inc. / Colle McVoy  
Cenex® Powered Locally Campaign  
WinField United / Colle McVoy  
WinField United Uncharted Waters

### **Company or Producer-Funded Advertising Campaign Element Directed to Consumers**

South Dakota Soybean Research & Promotion Council / FLM Harvest  
Hungry for Truth Advertorial  
Scenic Road / In House  
Try: A Brand Film  
Wisconsin Milk Marketing Board / Wisconsin Cheese / Shine United  
Wisconsin Dairy Posters  
Monsanto / Paradowski Creative  
"Give Back by Moving Forward" Print Advertising  
California Citrus Mutual / AdFarm  
Infographic Posters  
Dairy Management, Inc. / Edelman  
Undeniably Dairy: Dairy, Dairy, Dairy Video  
CHS Inc. / Colle McVoy  
Cenex® Powered Locally Broadcast  
Stockyards Foundation / Paulsen  
Stockyards Ag Experience  
Agricenter International / Archer Malmo  
Agricenter International Fundraising Video

### **Company or Producer-Funded PR Campaign Directed to Consumers**

North America Meat Institute on behalf of the Beef Checkoff / Streetmarc Advertising & Marketing LLC  
Veal Summer Grilling Retail Promotion  
National Watermelon Promotion Board / FLM Harvest  
Use the Whole Watermelon  
Padilla for U.S. Highbush Blueberry Council / Padilla  
Goodness Frozen: Warming Consumer Appetites to Frozen Blueberries

California Strawberry Commission / broadhead.  
National Strawberry Month  
Minnesota Pork Board / broadhead.  
#PorkPlease  
Kansas Pork Association, Ohio Pork Council, Wisconsin Pork Association / Shift-ology Communication  
Virtual Farm Trip Video tours  
Wisconsin Milk Marketing Board / Stephan & Brady, Inc.  
2017 Dairy Days of Summer Campaign

**Company or Producer-Funded PR Campaign Element Directed to Consumers**

Beef Farmers of Ontario / TACTIX Government Relations and Public Affairs  
Beef Farmers of Ontario: Animal Transport Advocacy  
California Strawberry Commission / broadhead.  
#PickReal Food Truck  
Saskatchewan Pulse Growers / FLM Harvest  
“Lentils & Utensils” Pop-up Dinners  
Mushroom Council / FLM Harvest  
Blended Burger Sampling Tour  
WinField United / Colle McVoy  
Making Waves At SXSW  
National Watermelon Promotion Board / FLM Harvest  
Use the Whole Watermelon Blogger Campaign  
Purina Animal Nutrition / Filament  
“Pick Up Chicks at Purina Chick Days” Press Release  
National Watermelon Promotion Board / FLM Harvest  
Use the Whole Watermelon Media Kit & Butchery Class  
National Corn Growers Association / CharlestonOrwig, Inc.  
Sustainability and Demand Poster

**Website Directed to Consumers**

Mushroom Council / FLM Harvest  
Blenditarian.com  
Illinois Farm Families / MorganMyers  
Illinois Farm Families - Watch Us Grow Website  
Kalmbach Feeds Inc. / Bonfire Red  
Tribute Equine Nutrition - Website - TributeEquineNutrition.com  
WinField United / Colle McVoy  
WinField United Uncharted Waters  
South Dakota Soybean Research and Promotion Council / FLM Harvest  
Hungry for Truth Website  
Missouri State Fair / Callis Integrated Marketing  
2017 Missouri State Fair Website  
Monsanto / Paradowski Creative  
Modern Ag Website

**Social Media Campaign Directed to Consumers**

WinField United / Colle McVoy  
Helping Consumers Catch the Wave of Progress in Water Conservation  
Southern Peanut Growers / FLM Harvest  
America's PB Farmers

Illinois Farm Families / MorganMyers  
 Illinois Farm Families - Local Farmers Campaign  
 Moyer Beef (a JBS brand) / broadhead.  
 Fresh From the Farm  
 Zoetis / Bader Rutter  
 #1 Vaccinated Campaign  
 WinField United / Colle McVoy  
 Uncharted Waters National Ag Day Social Takeover  
 National Watermelon Promotion Board / FLM Harvest  
 "Use The Whole Watermelon" Consumer Recipe Contest  
 California Strawberry Commission / broadhead.  
 California Strawberry Commission, #8ADAY Challenge  
 U.S. Apple Association / FLM Harvest  
 "I Pack Apples for my Kids Because \_\_\_\_\_"

## PUBLIC RELATIONS

### **Overall PR Program - Directed to Farmers, Growers, Ranchers or Others Serving Agribusiness**

Valent U.S.A. LLC / Archer Malmö  
 Valent-University of Florida Surprise Organic Scholarship Presentation  
 Syngenta / G&S Business Communications  
 FarmHer: Celebrating Women in Ag  
 Agri-Plastics Manufacturing / LP&M Advertising  
 Hutches for Hope  
 Minnesota Soybean Research & Promotion Council / broadhead.  
 DieselSellerz Partnership  
 WinField United / Exponent PR  
 Getting Hyper-Connected  
 Monsanto / Brighton Agency  
 WestBred Wheat Tips Articles  
 Professional Dairy Producers / MorganMyers / USAgNet  
 Dairy AdvanCE PR Campaign  
 Illinois Soybean Association / CharlestonOrwig, Inc.  
 ILSoyAdvisor Campaign  
 National Cattlemen's Beef Association / In House  
 National Beef Quality Audit Outreach Campaign  
 DuPont Crop Protection / Exponent PR  
 Feeding the World - It Starts With an Acre

### **Media Relations**

Zoetis / Bader Rutter  
 NCBA Media Relations  
 DuPont Crop Protection / Exponent PR  
 Feeding the World - It Starts With an Acre  
 Cargill Animal Nutrition / Padilla  
 Educating Horse Owners On Topline Health  
 BASF / Padilla  
 Challenging Media To See More Monarchs  
 Monsanto / Brighton Agency  
 WestBred National Wheat Yield Contest



Delacon / FLM Harvest

The Powerful Story of Phylogenics

Dow AgroSciences / Bader Rutter

Launch of Enlist One Herbicide

Farm Credit Mid-America / Exponent PR

In Tough Times, Knowledge is Wealth

Bayer Animal Health / ghg | greyhealth group

Bayer Turns Insect Control Into More Than Just a Flyby for Producers - Fly Season Media Kit

FMC / FLM Harvest

PPO Stewardship PR Campaign

### **Public Affairs/Issues Management Program**

Monsanto Vegetable Seeds - De Ruitter / HLK

De Ruitter Risk Management Plan

FMC / FLM Harvest

“Pyrethroid/Bifenthrin Registration Review Advocacy

Illinois Soybean Association / MorganMyers

Legislative Briefing Packets

Syngenta / G&S Business Communications

National Pollinator Week Multi-Stakeholder Awareness and Educational Campaign

BASF / PERISCOPE

Bringing Down Weeds, Raising Up Farmers

Missouri Corn Growers Association / Insight Marketing Design

Fighting Back

### **News or Feature Article - Trade Media**

Purina Animal Nutrition / Filament

Three Trimesters That Last A Lifetime

Land O' Lakes Animal Milk Products Company / Filament

Mythbusting Calf Nutrition

ARM & HAMMER / Charleston/Orwig, Inc.

Don't Let Mycotoxins Diminish Reproductive Performance

WinField United / Colle McVoy

Getting More Crop Per Drop of Water

Boehringer Ingelheim / broadhead.

Proper Timing of Vaccination Protects Calves and Profits

Cargill Animal Nutrition / Padilla

Equine Topline: Nutrition at the Core - White Paper

Syngenta / G&S Business Communications

Millennial Myths Debunked

Boehringer Ingelheim / broadhead.

Trich Remains Costly Disease For Beef Producers

Zoetis / Bader Rutter

Antibiotic Stewardship Means We Keep Doing the Right Things

American Angus Association / In House

Rural America Rises: Tempered by Fire

DuPont Crop Protection / Exponent PR

Corn & Soybean Digest Series

## **Persuasive Writing**

Illinois Soybean Association / MorganMyers

The Vital Role Of U.S. Transportation Infrastructure In Moving Agriculture Forward

Think Shift / In House

Think Shift - "Ag Digital Whitepaper"

Valent U.S.A. LLC / Archer Malmö

Retain Plant Growth Regulator Apple Topicals In Meister Media

Purina Animal Nutrition / Filament

Lawn & Garden Tip: Get Chickens

Syngenta / G&S Business Communications

U.S. Energy Independence Day OpEd

## **News Release – Ag Media**

Monsanto / Brighton Agency

Nemasstrike Technology Farm Progress Show News Release

WinField United / Colle McVoy

Reporting the News from Underground: WinField United Releases Plant Health Findings

Valent U.S.A. / Archer Malmö

Valor EZ Herbicide Announcement

Monsanto / Brighton Agency

Deltapine "Class of 17" News Release

Purina Animal Nutrition / Filament

Mythbusters: Debunking 4 Cattle Mineral Misconceptions

John Deere / Sage

John Deere Rolls Out Smarter S700 Combines & Front-End Equipment

ARM & HAMMER / Charleston/Orwig, Inc.

Church & Dwight Acquires Agro Biosciences

Mycogen Seeds / Bader Rutter

Revontek: Launching a New Seed Treatment for a Strong Start

Case IH / Bader Rutter

Case IH Rethink Productivity News Release

## **Events - Customer**

Monsanto Vegetable Seeds / Paradowski Creative

Seminis® 2017 Woodland Field Days

Zoetis / Bader Rutter

2017 IPPE Presence

Precision Planting / In House

Customer Events

Agricultural Retailers Association, with FMC / FLM Harvest

"Preparing for a Crisis"

Monsanto Vegetable Seeds / Paradowski Creative

Seminis® 2017 Brassica Field Day

Cenex / Exponent PR

Boot Stomping. Powered Locally.

Purina Animal Nutrition / Filament

Purina Flock 2017 Chick Days Events

Zoetis / Bader Rutter

2017 American Association of Equine Practitioners Convention and Trade Show Booth:

Zoetis Equine



Stoller USA / Archer Malmo  
Stoller Learning Center  
Kalmbach Feeds Inc. / In House  
Kalmbach Feeds Agribusiness Conference  
Zoetis / Bader Rutter  
2017 National Cattlemen's Beef Association (NCBA) Trade Show  
Bayer / Rhea + Kaiser  
FiberMax One Ton Club Event

### **Events – Media**

GROWMARK, Inc. / In House  
FS Applicator Simulator Media Event  
Compeer Financial / CharlestonOrwig, Inc.  
Compeer Financial Media Event  
WinField United / Exponent PR  
Pairing Breakfast With Ag Tech Innovation  
AgBiome / Woodruff  
AgBiome Media Fly-In  
Valent U.S.A. LLC / Archer Malmo  
Pinpoint Fungicide OSU Media Field Day  
Willmar Fabrication / Brighton Agency  
Willmar Online Press Conference - Getting the Drift on Drift Control  
Syngenta / G&S Business Communications  
Puerto Rico Grand Re-Opening  
United Soybean Board / Osborn Barr  
Soy Checkoff and Goodyear Announce Soy-Based Tire with Improved Traction  
Syngenta / G&S Business Communications  
2016 Syngenta Media Summit: A North American Perspective  
Stoller USA / Archer Malmo  
Stoller Learning Center

### **Events – Internal**

Monsanto / The Sandbox Agency  
Channel Seedsman Development: Seedsman Academy, Master Seedsman Summit  
and Seedsman Ignite  
United Soybean Board / Osborn Barr  
United Soybean Board 25th Anniversary Event  
Illinois Soybean Association / MorganMyers  
Illinois Soybean Association Transportation Network Involvement (TNI) Tour  
Illinois Soybean Association / MorganMyers  
Illinois Soybean Association Chicago Office Open House  
Valent U.S.A. LLC / Archer Malmo / Valent Midwest Agricultural Research Center (MWARC)  
Grand Opening/Ribbon Cutting

### **Company & Association Newsletters - External - Directed to Farmers, Growers & Ranchers**

Case IH / Bader Rutter  
Case IH Monthly Customer E-newsletter  
Farm Credit Mid-America / Exponent PR  
Farm Credit Monthly: Ag Finance in Your Inbox

Monsanto / The Sandbox Agency  
Channel OnPoint Newsletter  
Dow AgroSciences / Bader Rutter  
Range & Pasture Steward Newsletter  
WinField United / Exponent PR  
Making A Mobile Move: Advisor E-Newsletter  
Bayer / Rhea + Kaiser  
FiberMax: The High Yielders  
Syngenta / G&S Business Communications  
Fueling Progress e-Newsletter

**Company and Association Newsletters - External - Directed to Dealers, Distributors, Sales Reps or Veterinarians**

DuPont Crop Protection / Exponent PR  
Arming Local Teams To Help Growers Succeed  
Wisconsin Milk Marketing Board / Stephan & Brady, Inc.  
What's New from Wisconsin  
Monsanto Vegetable Seeds – Seminis / HLK  
Home Garden Email Series  
DuPont Crop Protection / Exponent PR  
Insights and Information for Southern Consultants and Retailers  
WinField United / Exponent PR  
Cutting Through The Clutter: The Expertise E-Newsletter  
Zoetis / Bader Rutter  
Productivity Points

**Company and Association Magazines - External - Directed to Farm Customers, Prospects or Others Serving Agribusiness**

Compeer Financial / In House  
Cultivate  
Vermeer Corporation / Lessing-Flynn  
Vermeer Makin' Hay Magazine  
CHS Inc. / Colle McVoy  
C Magazine: 'C' The Value Of Cooperatives  
National Cattlemen's Beef Association / In House  
National Cattlemen  
Farm Credit Bank of Texas / The Ag Agency, Farm Credit Bank of Texas  
Landscapes Magazine  
Syngenta / G&S Business Communications  
Thrive Magazine

**Company Publications – Internal**

Kent Nutrition Group / In House  
KNG News  
GROWMARK, Inc. / In House  
SOURCE Magazine  
Zoetis / Bader Rutter  
Bacon 'n' Eggs E-newsletter  
Novus International, Inc. / In House  
Swine Focus

### **Company Publications - Annual Reports**

GEA / Filament

GEA Milking Intelligence Book

National Cattlemen's Beef Association / In House

National Cattlemen Directions

Foremost Farms USA Cooperative / MorganMyers

The Road to Excellence; Foremost Farms USA 2016 Annual Report

Ohio Soybean Council / FLM Harvest

Ohio Soybean Council Investor Report

Minnesota Soybean Research & Promotion Council / Funkiture, Inc.

Minnesota Soybean Annual Report

Wheat Growers / Paulsen

Wheat Growers Annual Report

United Soybean Board / broadhead.

25th Anniversary Book

### **Audio/Video Broadcast News**

Craig Miller Productions / Golin

"Peanuts: The Crop of Now" (Produced for the National Peanut Board)

FMC / FLM Harvest

The Minute Episode 35: New Seed Traits Best Management Strategies

Valent U.S.A. LLC / Archer Malmo

Chateau CA KMJ Newscast

Nutrients for Life Foundation / FLM Harvest

"Nutrients For Life: in the Classroom"

Michigan Farm Bureau - Farm News Media / In House

"Loads Of Hope" - Fire In The Flint Hills And Ag Community Relief's Response

Mycogen Seeds / Bader Rutter

"Unmatched" Teaser Video

National Cattlemen's Beef Association / In House

NCBA's Cattlemen to Cattlemen

American Angus Association / In House

I Am Angus: Love at First Fright - Steve Mowry

Michigan Farm Bureau - Farm News Media / In House

Farming A Slam Dunk For Spartan Basketball Walk-On Matt Van Dyk

## **DIGITAL**

### **Advertising on the Web - Directed to Farmers, Ranchers or Growers, and All Others Serving Agriculture**

DuPont Pioneer / The Lacek Group

Pioneer® Brand A-Series Soybeans Digital Banners

Valent U.S.A. LLC / Archer Malmo

Valor EX "Liquid Lion" Campaign

Cargill LTD. / Think Shift

Cargill - "Growing Series"

Forage Genetics International / Colle McVoy

Planting for the Future of Alfalfa Digital Banners

Boehringer Ingelheim / Sullivan Higdon & Sink  
Longrange Brand Anthem  
B&W Trailer Hitches / Scenic Road  
Try  
Boehringer Ingelheim / broadhead.  
3Flex Kettle Pig Digital Banner Ads  
Cargill LTD. / Turnpike  
Reveal® Forage Analysis Digital Ad Series  
Dow AgroSciences / Bader Rutter  
Farmkour Campaign For Quelex® Herbicide  
Precision Planting / Brighton Agency  
Vdrive Ad  
Wyffels Hybrids / O&H Brand Design  
Wyffels Digital Ad Campaign

**Internet Website – Directed to Farmers, Ranchers or Growers, & All Others Serving Agribusiness**

Tarter Farm and Ranch Equipment / Advantage Agri-Marketing Services  
Tarter Farm and Ranch Equipment: Website  
Merck Animal Health / AdFarm  
Website - Exzolt.com  
CropLife International / Think Shift  
CropLife International - “Vietnam IPM Microsite”  
RDO Equipment CO / Team SI  
RDO Equipment CO.  
WinField United / Colle McVoy  
The Ag Tech Ace of Spades  
DuPont Pioneer / The Lacek Group  
DuPont Pioneer Forage Testimonial Website  
Propane Education & Research Council / Swanson Russell  
Propane Can Do That Microsite  
Woodruff / In House  
Woodruff Website  
AgLaunch / Archer Malmo  
The AgLaunch Website  
Virtus Nutrition / The Swanson Family of Companies  
My Dairy Dashboard Website

**Blogs**

Think Shift / In House  
Think Shift - “Emotion In Ag Marketing”  
Netafim USA / The Pollack PR Marketing Group  
From Planting to Harvest - One Corn Farmer’s Journey  
WinField United / Colle McVoy  
Boots on the Ground = Timely Insights from Field to Farmer  
Rhea + Kaiser / In House  
Marketingtofarmers.com - Social & Mobile Blogs  
Monsanto – Deltapine / HLK  
NPE Edge  
Monsanto Vegetable Seeds - De Ruitter / HLK  
Taking Tomatoes Beyond Brix

Monsanto Vegetable Seeds - De Ruiter / HLK  
Artificial Lighting  
Illinois Soybean Association / CharlestonOrwig, Inc.  
llsoyadvisor.com Blog

### **Social Media Campaign Directed to Farmers, Growers and Ranchers**

Boehringer Ingelheim / Sullivan Higdon & Sink  
Surehealth Facebook Page  
Purina Animal Nutrition / Filament  
Purina Flock Social Media Ecosystem  
Syngenta / G&S Business Communications  
“Syngenta Vegetable Seeds 150th Anniversary”  
Boehringer Ingelheim / broadhead.  
PPID Awareness Campaign  
CropLife International / Think Shift  
CropLife International - “IPM Crop Protectors”  
National Pork Board / Lessing-Flynn  
Meet the Real Pig Farmers of America  
National Cattlemen’s Beef Association / In House  
Social Media Campaign for Tax Reform  
National Cattlemen’s Beef Association / In House  
Disaster Relief Efforts  
ADAMA Canada / Think Shift  
ADAMA Canada - “Thank A Retailer”  
Monsanto – Deltapine / HLK  
Journey From Need to Seed - Product Social Videos  
Wisconsin Milk Marketing Board / Wisconsin Cheese / Shine United  
All Hail The Winter Griller

### **Social Tactic - A Specific Activity**

Bayer / McCann  
#SellTheSwather Social Campaign  
Dow AgroSciences / Bader Rutter  
Power to do More Social Media  
Purina Animal Nutrition / Filament  
Cattle Showmanship Tips From The Experts  
Boehringer Ingelheim / broadhead.  
Bovine Boyd, Sage Advice For A Healthier Herd  
Monsanto - DEKALB / Asgrow / HLK and Osborn Barr  
#Myfarmmyyield  
Boehringer Ingelheim / broadhead.  
Imagine A World Without Dairy Farmers  
DeLaval / AdFarm  
DeLaval - VMS Robotic Milker Facebook Ad Campaign  
Firestone Ag / broadhead.  
FFA Day Post  
Skellerup USA / LP&M Advertising  
Quatro Boots “Find Your Best Boot” Quiz Promotion  
DuPont Crop Protection / Exponent PR  
Finding Foliar Health Solutions Through Facebook Live

## **Smartphone Apps**

Precision Laboratories / In House  
    Mix Tank App Upgrades  
GROWMARK, Inc. / In House  
    GROWMARK Publications  
DuPont Crop Protection / Exponent PR  
    Dupont Evalio® Fieldpartner US App  
Netafim USA / The Pollack PR Marketing Group  
    Netmaize App - A Customized Corn Drip Irrigation Protocol  
Virtus Nutrition / The Swanson Family of Companies  
    My Dairy Dashboard Web App  
Kalmbach Feeds Inc. / Bonfire Red  
    Tribute Equine Nutrition - Mobile Website  
John Deere / The Sandbox Agency  
    Virtual Combine  
Monsanto / Brighton Agency  
    Westbred Certified Seed App  
Ridley Block Operations / Paulsen  
    Body Conditioning Score App  
South Dakota Soybean / Paulsen  
    South Dakota Soybean On-Farm Research Tool

## **Other Non-Smartphone Digital Media**

Zoetis / Bader Rutter  
    Dairy Wellness Outcomes App  
Boehringer Ingelheim / Sullivan Higdon & Sink  
    Zactran Protocol Calculator  
Forage Genetics International / Colle McVoy  
    The Alexa Retail Experience  
Mississippi Soybean Promotion Board / Osborn Barr  
    Soybean Variety Selector Tool

## **Interactive Marketing Tools**

Netafim USA / The Pollack PR Marketing Group  
    The Longest Drip Irrigation Warranty  
Nutrena Animal Feeds / Advantage Agri-Marketing Services  
    Nutrena Equine: Interactive Touchscreen Presentation  
Zoetis / Bader Rutter  
    Next Generation Email Series  
Zoetis / Bader Rutter  
    Evolution of Flu Video  
Boehringer Ingelheim / broadhead.  
    Don't Be That Guy - Video Series  
Zoetis / CharlestonOrwig, Inc.  
    Sound Management and Breeding Decisions with Clarifide®  
BASF / Padilla  
    Grow Smart Podcast: Real Ag Storytelling in the Digital Age  
Beck's Hybrids / In House  
    A Planting Prayer  
Compeer Financial / CharlestonOrwig, Inc.  
    Compeer Financial Transition Video

John Deere / The Sandbox Agency  
S700 Combine Immersion Experience  
Zoetis / Bader Rutter  
How Vaccines Work Video

## ADVERTISING

### **Billboards or Other Outdoor Ads**

Valent U.S.A. LLC / Archer Malmo  
Retain PGR For California Outdoor  
Crop Production Services, Inc. / Paradowski Creative  
Dyna-Gro Seed Brand Billboards  
DuPont Pioneer / AKC Marketing  
Chad Greenway Billboards "With You From the Word Go."  
Kalmbach Feeds Inc. / In House  
Tribute Equine Nutrition - Semi-Trailer Wraps  
Syngenta / Martin Williams  
Acuron Out-of-Home  
Capital Farm Credit / Archer Malmo  
Together We're Better Outdoor Campaign  
Horizon Ag / Brighton Agency  
Horizon Ag "Thank You" Billboard  
Dow AgroSciences / Bader Rutter  
"Flat-Out Better" Billboard: Phytogen Cottenseed  
Cargill LTD. / Think Shift  
Cargill - "Growing Series"  
Boehringer Ingelheim / broadhead.  
Treat Smarter. Not Longer.  
Wyffels Hybrids / O&H Brand Design and Jim Melzer  
Wyffels "Planted Here. Growing Here." Billboard

### **Customer Brochures, Catalogs - Farmer Directed - 1 or More Elements**

Zoetis / Bader Rutter  
Broiler Brochure for Poulvac® E.coli  
Illinois Soybean Association / CharlestonOrwig, Inc.  
Illinois Soybean Farmers and Sustainability brochure  
Monsanto Vegetable Seeds / Paradowski Creative  
Seminis® Western U.S. Pepper Varieties Brochure  
Monsanto Vegetable Seeds / Paradowski Creative  
Seminis® Western U.S. Melon Varieties Brochure  
ARM & HAMMER / CharlestonOrwig, Inc.  
New Product Detailers  
ARM & HAMMER / CharlestonOrwig, Inc.  
Power Messaging Sell Sheets  
Monsanto / HLK  
Channel Planting Guide  
DuPont Pioneer / AKC Marketing  
DuPont Pioneer Encirca Services Sales Survival Kit  
Bayer / Rhea + Kaiser  
2018 Bayer Cotton/Soy Variety Catalog



Wyffels Hybrids / In House  
Wyffels 2018 Product Guide  
Case IH / Equity Creative  
Case IH 175th Anniversary Brochure

**Brochures, Catalogs, etc., Directed to Dealers, Distributors, Sales Reps or Others Serving Agribusiness – 1 or More Elements**

Elanco / The Sandbox Agency  
Product Portfolio Detailer  
Monsanto - Acceleron Seed Applied Solutions / HLK  
NemaStrike Collateral  
Monsanto / Brighton Agency  
Roundup Ready Xtend Crop System VR Google Cardboard  
Southeast United Dairy Industry Association / LP&M Advertising  
SUDIA Summer Preview Brochure  
US Wheat Associates / Charleston/Orrig, Inc.  
US Wheat 3D Folder and Crop Quality Report  
Netafim USA / In House  
Typhoon Plus Dripline Brochure  
Foremost Farms USA Cooperative / MorganMyers  
Foremost Farms High School Graduate Employee Recruitment Brochure  
DuPont Pioneer / AKC Marketing  
DuPont Pioneer Encirca Sales Sheets  
Phibro Animal Health Corporation / Brighton Agency  
Phibro Cellerate Yeast Solutions Pocket Brochures  
WinField United / Colle McVoy  
CROPLAN Seed Guide

**Point-of-purchase materials**

DuPont Pioneer / The Lacek Group  
Pioneer® Brand A-Series Soybeans Rep Poster  
DuPont Crop Protection / Exponent PR  
Seeing is Believing Fungicide Infographics  
AgBiome Innovations / Woodruff  
Howler Fungicide Packaging  
Compass Minerals / AdFarm  
ProAcqua Nutrients Product Packaging  
Summer Manufacturing / The Promersberger Company  
The Benefits Of Land Rollers  
Wyffels Hybrids / In House  
Wyffels Reproduction Seed Bag  
Netafim USA / The Pollack PR Marketing Group  
A Drip Revolution  
Forage Genetics International / Colle McVoy  
Trait Talk: Retail Seller Kit  
Kent Nutrition Group / Bader Rutter  
Dealer Kits for Inspire  
Monsanto / Brighton Agency  
WestBred Certified Seed Campaign

## **Exhibits**

ARM & HAMMER / CharlestonOrwig, Inc.

World Pork Expo

Balchem Animal Nutrition & Health / Tanbark Consulting

World Dairy Expo - Balchem Real Faces of Dairy

Boehringer Ingelheim / Sullivan Higdon & Sink

DCHA Tradeshow Items

Firestone Ag / broadhead.

Firestone Ag's 2017 Farm Progress Tradeshow Booth Signage & Historical Video

My Dairy Dashboard / The Swanson Family of Companies (Internal)

My Dairy Dashboard - Trade Show Booth

Stone Seed / Brighton Agency

Stone Seed Farm Progress Show

Case IH / Equity Creative

Case IH Tradeshow Exhibit

Zoetis / Bader Rutter

2017 NCBA Booth

Netafim USA / In House

Irrigation Show Trade Show Booth

WinField United / Colle McVoy

WinField United Commodity Classic; See Your Operation More Clearly With The Right Data

Monsanto / The Sandbox Agency

Channel Farm Progress RFID Experience

## **Premiums/Specialties Directed to Farmers, Growers, Ranchers or Others Serving Agribusiness**

Boehringer Ingelheim / broadhead.

Kettle Pig

Case IH / Equity Creative

Case IH 175th Anniversary VIP Gift Bag

DuPont Pioneer / The Lacek Group

NCGA Winner Custom Signage Gift

Syngenta / G&S Business Communications

Minecto Pro Insecticide Dartboard

Bayer / McCann

Alberta Barley Cards

DuPont Crop Protection / The Lacek Group

Let's Find New Ways to Stay in Touch

DuPont Crop Protection / The Lacek Group

Size 'em Up. Clear 'em Out.

Balchem Animal Nutrition & Health / Tanbark Consulting

Real Faces of Dairy 2017 Calendar

Advanced Biological Marketing / Brand It Marketing Communications

Corn is King Pop-Up Journal

## **Corporate Identity**

Horizon Ag / Brighton Agency

Horizon Ag Logo Redesign

Case IH / Equity Creative

Case IH 175th Anniversary Logo

Monsanto Vegetable Seeds / Paradowski Creative  
Seminis® Western U.S. Pepper Field Day Logo Mark  
AAEA: The Agricultural Communicators Network / Rhea + Kaiser  
AAEA Association Logo  
Monsanto Vegetable Seeds / Paradowski Creative  
Seminis® and J&D Produce's "Honeysuckle Red Onion"  
Monsanto Vegetable Seeds / Paradowski Creative  
De Ruiter® Brand Refresh  
Central Plains Dairy / Paulsen  
Central Plains Dairy Expo Logo  
My Dairy Dashboard / The Swanson Family of Companies (Internal)  
My Dairy Dashboard - Corporate Identity  
Archer Malmo / In House  
The Combine Logo  
Merck Animal Health / AdFarm  
Merck Master Class Branding  
Merck Animal Health / AdFarm  
Cattle Fertility Logos  
Adee Honey Farms / Insight Marketing Design  
Adee Honey Farms Identity Package

### **Advertising to Agribusiness**

Sage / In House  
Sage "Can't Stop the Feeling"  
Rhea + Kaiser/ In House  
Rhea + Kaiser After the After-Party (Bringing NAMA a Taste of Chicago)/ABEF Fundraiser  
Hoard's Dairyman / Charleston|Orwig, Inc.  
"Game of Hoard's" Cow Judging Contest Campaign  
Paulsen / In House  
Paulsen Best Customer Ad  
Aimpoint / FLM Harvest  
"It's a Jungle Out There"  
Filament / In House  
Filament Corporate Identity  
VistaComm / In House  
AGRI-INSIGHTS Magazine

### **Radio – Single**

Propane Education & Research Council / Swanson Russell  
Propane Can Do That Radio Spot  
Seed Consultants / FLM Harvest  
"Time to Sharpen Your Pencil"  
DuPont Pioneer / The Lacek Group  
DuPont Pioneer Sales Representative Testimonial Radio  
Monsanto / The Sandbox Agency  
VT Double Pro "Alien Invasion" Radio  
Kent Nutrition Group / Bader Rutter  
Kent Fleet Poultry Products - Mom/Daughter  
Bayer / Rhea + Kaiser  
Stoneville "Inner Strength"

Case IH / Equity Creative  
Case IH Livestock Weekend Warrior  
Bayer / McCann  
Varro - Selfie Stick

### **Radio C Series**

Valent U.S.A. LLC / Archer Malmo  
Retain PGR For California Radio Series  
Capital Farm Credit / Archer Malmo  
Together We're Better Radio Series  
DuPont Pioneer / The Lacek Group  
Pioneer® Brand A-Series Soybeans Launch Radio  
The Mosaic Company / broadhead.  
Two Truths and a Lie  
Willowood USA / broadhead.  
Willowood 2017 Radio Campaign  
Case IH / Equity Creative  
Case IH Livestock Radio Campaign  
DuPont Pioneer / The Lacek Group  
DuPont Pioneer Sales Representative Testimonial Radio  
DuPont Pioneer / The Lacek Group and AKC Marketing  
DuPont Pioneer Forage Testimonial Radio  
DuPont Pioneer / The Lacek Group  
Pioneer® Brand Corn and Soybean Yield Hero Radio  
Farm Credit Mid-America / Exponent PR  
Making Waves In Financial Knowledge

### **Television – Single or Series**

California Walnut Commission / Evans, Hardy + Young, Inc.  
“Simple Chicken” “Simple Salmon”  
Valent U.S.A. LLC / Archer Malmo  
Valor EZ “Liquid Lion” :30  
Firestone Ag / broadhead.  
“Lullaby” and “Driving” TV Spots  
Bayer / Rhea + Kaiser  
Fibermax TV - “Genes”  
John Deere / In House  
John Deere 1025R Cab Tractor - “Room for 1”  
Wyffels Hybrids / O&H Brand Design and Melzer & Musta  
Extra Large Pants  
Idaho Potato Commission / Evans, Hardy + Young, Inc.  
Mark Eats  
DuPont Pioneer / The Lacek Group  
DuPont Pioneer “We’re Here” TV Commercial  
Wyffels Hybrids / O&H Brand Design and Melzer & Musta  
Quick, Letterhead and Extra Large Pants  
Carbon Media Group / In House  
CarbonTV: American Harvest: Next Generation (Season 2)

### **Audiovisual Presentations Directed to Farmers, Growers and Ranchers**

GreenStone / Farm Credit Services

MessageMakers GreenStone Marketing

BASF / PERISCOPE

“Engenia® Herbicide: Twice the Coverage of Competing Products” Video

WinField United / Colle McVoy

The Data Difference Video

Purina Animal Nutrition / Filament

An Inside Look At Rumen Microbes In Cows

Crop Production Services, Inc. / Paradowski Creative

Dyna-Gro Seed Brand Video

Cargill LTD. / Think Shift

Cargill - “Growing Series”

CropLife International / Think Shift

CropLife International - “IPM Crop Protectors”

Arysta LifeScience / Woodruff

Tepera/Tepera Plus Product Video

Syngenta / G&S Business Communications

Enogen Roi Kiosk

CHS Inc. / Martin Williams

“You Never Farm Alone” Video

### **Audiovisual Presentations Directed to Dealers, Distributors, Sales Reps or Others Serving Agribusiness**

Forage Genetics International / Colle McVoy

The Great Trait Video

Merck Animal Health / AdFarm

Exzolt MOA Video

Cargill Animal Nutrition / Brian Bousman - Digital Media Communication

Provimi Brand Promise Video

Wilbur-Ellis / AdFarm

Wilbur-Ellis - Testimonial Video

AMVAC Chemical Corporation / Archer Malmo

Simpas - Prescriptively Target Field Problems Video

Monsanto - Acceleron Seed Applied Solutions / HLK

NemaStrike NSM Video

AgriLife Studios / In House

It's Your Story

GROWMARK, Inc. / Mary Auth Marketing & Public Relations Strategies

Energy 20/20 Opening And Closing Videos

WinField United / Colle McVoy

The Work Ahead Video

Monsanto / Osborn Barr

DEKALB Asgrow and Deltapine National Sales Meeting Sizzle Reel

### **Direct Mail - Directed to Farmers, Growers and Ranchers – Flat**

South Dakota Corn Utilization Council / Paulsen

South Dakota Corn - Annual Meeting Invite

Monsanto / The Sandbox Agency

Channel Trial Offer Direct Mail

GROWMARK/FS Seed / The Flatland  
FS Seed "Seed Bag Mailer"  
Kruger Seeds / Brighton Agency  
Kruger Seeds Harvest Campaign  
FMC / FLM  
Harvest Topguard EQ Direct Mail  
DuPont Pioneer / AKC Marketing / DuPont Pioneer  
Encirca Services - Field Planner Conversion Direct Mail  
WinField United / Colle McVoy  
The Right Tools  
Monsanto / Brighton Agency  
Warrant Brands Direct Mailer  
Compass Minerals / AdFarm  
Protassium+ Almond Direct Mail  
AMVAC Chemical Corporation / Archer Malmo  
SIMPAS - Farm Progress Show Direct Mailers  
McLanahan Corporation / LP&M Advertising  
McLanahan Insomniac Farmer Mailer  
Zoetis / Bader Rutter  
Direct Mail: DRAXXIN® 50%

**Direct Mail - Directed to Farmers, Growers and Ranchers - Three Dimensional**

Monsanto / Brighton Agency  
Deltapine "Class of 18" Candidate Mailing  
Purina Animal Nutrition / Filament  
Purina Dairy Project Bullseye  
WinField United / Colle McVoy  
Ascend: Lift Off  
Syngenta / Martin Williams  
Trivapro Performance Video Direct Mail  
DuPont Pioneer / The Lacek Group  
Pioneer® Brand Plenish® High Oleic Soybeans Direct Mail  
WinField United / Colle McVoy  
MAX-IN: Feed the Beast  
Arysta LifeScience / Woodruff  
Rancona Seed Treatment Direct Mail  
Boehringer Ingelheim / broadhead.  
We're Throwing In The Towel On High-Dose Dewormers  
Mycogen Seeds / Bader Rutter  
One Step Ahead Customer Segment Campaign

**Direct Mail - Directed to Dealers, Distributors, Sales Reps or Others Serving Agribusiness – Flat**

Purina Animal Nutrition / Filament  
Purina All Season Cattle Nutrition Program VIP Mailer  
Dow AgroSciences / Bader Rutter  
Operation Clean Fields Scratch-off Mailer  
DuPont Crop Protection / The Lacek Group  
Make Resistant Weeds Disappear  
American Dairy Association North East / LP&M Advertising  
ADANE Graduation Slider Mailer

Valent U.S.A. LLC / Archer Malmo  
ReTain PGR for California Direct Mail  
WinField United / Colle McVoy  
The Right Tools Point Of Sale Cards  
Boehringer Ingelheim / Sullivan Higdon & Sink  
LONGRANGE Vet Clinic Training  
Bayer Animal Health / ghg | greyhealth group  
2017 Welcome to Bayer Direct Mail  
Zoetis / Bader Rutter  
Website Launch Communications

### **Direct Mail - Directed to Dealers, Distributors, Sales Reps or Others Serving Agribusiness - Three Dimensional**

Monsanto / Brighton Agency  
Acceleron® Seed Applied Solutions 2018 Dealer Kit  
Dow AgroSciences / Bader Rutter  
Retailer Sales Kit For Enlist Duo® Herbicide  
Valent U.S.A. LLC / Archer Malmo  
Valor EZ “Liquid Lion” Campaign  
Dow AgroSciences / Bader Rutter  
Expect Faster Video Mailer  
Purina Animal Nutrition / Filament  
Purina Cattle Accuration Hi-Fat Direct Mail  
Balchem Animal Nutrition & Health / Tanbark Consulting  
KeyShure Summit VR Invitation  
Mycogen Seeds / Bader Rutter  
Brand Launch Retail Announcement  
CHS Inc. / Colle McVoy  
Cenex® Powered Locally High Impact Dealer Direct Mail Piece

### **Spreads, Single**

Nufarm Americas, Inc. / AdFarm  
Panther Pro Spread Ad  
Wyffels Hybrids / O&H Brand Design and Melzer & Musta  
Famous Seed Companies  
Compeer Financial / CharlestonIOrwig, Inc.  
Compeer Financial Identity Ad Spread  
DuPont Pioneer / The Lacek Group  
DuPont Pioneer “Lifelong” Print Ad  
FMC / FLM Harvest  
Topguard EQ Spread Ad  
Valent U.S.A. LLC / Archer Malmo  
ReTain PGR for California Print Ad  
Monsanto - Acceleron Seed Applied Solutions / HLK  
NemaStrike 2-Page Spread  
DuPont Pioneer / The Lacek Group  
DuPont Pioneer “Technology” Print Ad  
Boehringer Ingelheim / broadhead.  
How much weight are you leaving behind?  
DuPont Pioneer / The Lacek Group  
DuPont Pioneer “Shed” Print Ad



DuPont Pioneer / The Lacek Group  
DuPont Pioneer "Mainstreet" Print Ad

### **Spreads, Series**

Agri-Plastics Manufacturing / LP&M Advertising  
Agri-Plastics Shelter Your Investment Series  
Firestone Ag / broadhead.  
Firestone Farm Hard Spread Ads  
KOCH Agronomic Services, LLC / Woodruff  
AGROTAIN Print Ad Spread  
DuPont Pioneer / The Lacek Group  
Pioneer® Brand A-Series Soybeans Launch Ads  
Wyffels Hybrids / O&H Brand Design and Melzer & Musta  
Wyffels Spread Ad Series (Dentist's Carpet, Famous Seed Companies, Independence)  
Monsanto / Brighton Agency  
Roundup Ready Xtend Crop System Soybean Spread Ad Series  
FMC / FLM Harvest  
Authority Ambassador Spread Ad

### **Single - Page Ads, Single**

QUALI-PRO / Think Shift  
Imidacloprid 0.5G  
Cargill Animal Nutrition / Sullivan Higdon & Sink  
Fescue EMT Print Ad  
Bayer CropScience / AdFarm  
2018 InVigor Pod Shatter Reduction Print Ad  
Reinke Manufacturing / Swanson Russell  
ReinCloud - One With Your Field  
Wyffels Hybrids / O&H Brand Design and Melzer & Musta  
Wyffels Poster Ad - "Promise"  
Forage Genetics International / Colle McVoy  
Room For More  
Bayer / Rhea + Kaiser  
Stoneville Campaign "Inner Strength" Print Ad  
QUALI-PRO / Think Shift  
INTAGLIO  
Merck Animal Health / AdFarm  
Exzolt Print Ad  
WinField United / Colle McVoy  
WinField United Uncharted Waters  
Forage Genetics International / Colle McVoy  
United States of Alfalfa  
Valent U.S.A. LLC / Archer Malmö  
Valor EZ "Liquid Lion" Campaign

### **Single - Page Ads, Series**

Wyffels Hybrids / O&H Brand Design and Melzer & Musta  
Wyffels Poster Ads Series (Stake In The Ground, Line In The Sand, Promise)  
DuPont Pioneer / The Lacek Group  
Pioneer® Brand A-Series Soybeans Launch Ads

DuPont Pioneer / The Lacek Group  
DuPont Pioneer Print Ads  
Dairyland Seed / Charleston|Orwig, Inc.  
Grower Testimonial Print Ad Series  
Marrone Bio Innovations / Osborn Barr  
Bio With Bite  
Firestone Ag / broadhead.  
Firestone Farm Hard Single Page Ads  
Boehringer Ingelheim / Sullivan Higdon & Sink  
EPRINEX Print Ads

### **Less-Than-Page Ads, Single or Series**

DuPont Crop Protection / The Lacek Group  
Push Tough Weeds Out of the Picture - Cover and Ear Banners  
Capital Farm Credit / Archer Malmo  
Together We're Better Farmer & Rancher Fractional Print Campaign  
DSM / Sage  
Victus - Turn Up The Heat  
WinField United / Colle McVoy  
InterLock Adjuvant: One Drop  
Lallemand Animal Nutrition / Grade A Strategies, Inc.  
ProTernative Feedlot Print Ad  
Netafim USA / In House  
Respond in Real Time  
WinField United / Colle McVoy  
Power Plant  
Provimi / Page 17  
NeoTec 5g Advertisement  
Mazuri Exotic Animal Nutrition / Filament  
Mazuri Ad Series  
Ohio Soybean Council / FLM Harvest  
"Soybean Rewards Ads"

### **Trade Ads, Single or Series**

Unverferth Manufacturing Co., Inc. / Trilix  
Keep Your Customers Rolling!  
Bayer Animal Health / ghg | greyhealth group  
2017 Baytril® 100 Trade Ad  
Hoard's Dairyman / Charleston|Orwig, Inc.  
"Game of Hoard's" Cow Judging Contest Teaser Ad  
Milk Products / Filament  
Milk Products Calf Solutions Ad  
Bayer Animal Health / ghg | greyhealth group  
2017 Zelnate® Trade Ad  
Tyson Fresh Meats, Inc. / Midan Marketing  
Tyson Brand Solutions  
Idaho Potato Commission / Evans, Hardy + Young, Inc.  
"Superhero Sales Reps"  
Idaho Potato Commission / Evans, Hardy + Young, Inc.  
Idaho Potato Pairings

Zoetis / Bader Rutter  
Print Ad for Poulvac® E.coli

### **Unique Print Advertising**

Monsanto / The Sandbox Agency  
Channel Commodity Classic Spinner Insert

BASF / PERISCOPE  
Engenia® Herbicide Post-Registration Brochure

Forage Genetics International / Colle McVoy  
Planting For The Future

Balchem Animal Nutrition & Health / Tanbark Consulting  
The Celebration Continues December 2016 Cover Wrap

DuPont Pioneer / The Lacek Group  
Pioneer® Brand A-Series Soybeans Launch Gatefold

Boehringer Ingelheim / broadhead.  
Unbride Your Potential - Print Gatefold

DuPont Crop Protection / The Lacek Group  
Act Now to Multiply Your Money - Cover

Wyffels Hybrids / O&H Brand Design and Melzer & Musta  
“Independence Can’t Be Bought” Cover Wrap

DuPont Pioneer / The Lacek Group  
DuPont Pioneer Farm Progress Show Gatefold - Illinois AgriNews

Dow AgroSciences / Bader Rutter  
West Texas Print Insert: PhytoGen® Cottonseed

Boehringer Ingelheim / broadhead.  
Moving in the Right Direction: Judicious Use of Antibiotics

### **Advertorials**

DuPont Crop Protection / Exponent PR  
DuPont Sentrallas® and Travallas® Herbicides Advertorial Series

Illinois Soybean Association / MorganMyers and Coleman Communications  
Build that Barn Advertorial

Forage Genetics International / Colle McVoy  
The Great Trait

Netafim USA / In House  
Choosing a Drip Irrigation System

Hallmarq / Sage  
Infographic Advertorial Series

### **Multimedia Campaigns – Local**

Limagrain Cereal Seeds / Toolbox Creative  
LCS Chrome Identity

Bayer / McCann  
Raxil - Fully Supported

Merck Animal Health / AdFarm  
Exzolt Product Launch

Horizon Ag / Brighton Agency  
Horizon Ag FY 17 Campaign

Cargill LTD. / Think Shift  
MarketSense

Cargill LTD. / Think Shift  
Growing Series  
Bayer / Rhea + Kaiser  
FiberMax Campaign - Genes  
Curry Seed / Paulsen  
Curry Seed - This Is Where We Stand  
Syngenta / Martin Williams  
Acuron Trade Show Campaign  
GROWMARK/FS Seed / The Flatland  
FS Seed "InVISION Campaign"

### **Multimedia Campaigns – Regional**

Willowood USA / broadhead.  
Drop the Hammer with Pyrac  
Valent U.S.A. LLC / Archer Malmö  
Valor EZ "Liquid Lion" Campaign  
Firestone Ag / broadhead.  
Firestone Ag's "Farm Hard" Multimedia Campaign  
Zoetis / Bader Rutter  
"More to Gain" Feed Additive Solutions  
DuPont Pioneer / The Lacek Group  
Pioneer® Brand Qrome® Technology Auction Campaign  
Cargill Animal Nutrition / Turnpike  
Body by Ranger Campaign (Texas)  
Propane Education & Research Council / Swanson Russell  
Propane Can Do That Campaign  
WinField United / Colle McVoy  
Plant Nutrition Dig Deeper Campaign: Power Plant  
Wyffels Hybrids / O&H Brand Design and Melzer & Musta Wyffels  
Brand Advertising Campaign

### **Multimedia Campaigns – National**

Alltech, Inc. / Paulsen  
Alltech BIO-MOS Campaign  
Phibro Animal Health Corporation / Brighton Agency  
Phibro Cellerate Yeast Solutions Launch  
Kubota Tractor Corporation / Paulsen  
Kubota - This Is Why We Do It  
AMVAC Chemical Corporation / Archer Malmö  
SIMPAS - Apply What You Need, Only Where You Need It Campaign  
Zoetis / Bader Rutter  
BRD Solutions Launch  
ARM & HAMMER / Charleston/Orwig, Inc.  
#ScienceHearted Campaign  
DuPont Pioneer / The Lacek Group  
DuPont Pioneer Fall 2017 Harvest Campaign  
Monsanto / Brighton Agency  
Roundup Ready Xtend Crop System Multimedia Campaign  
Purina Animal Nutrition / Filament  
Purina Flock Flocktober Event

## **New Product Introduction**

Valent U.S.A. LLC / Archer Malmo  
Valor EZ “Liquid Lion” Campaign  
DuPont Pioneer / The Lacek Group  
Pioneer® Brand A-Series Soybeans  
Cargill Animal Nutrition / Sullivan Higdon & Sink  
Fescue EMT Launch Campaign  
Bayer Animal Health / ghg | greyhealth group  
Which Came First? Adult Lice or Eggs Clean-Up II Campaign  
Bayer / McCann  
Luxxur - Hates Weeds As Much As You Do  
Cargill Animal Nutrition / Sullivan Higdon & Sink  
Reloader 250 Mineral Bolus SureShot Campaign  
Valent U.S.A. LLC / Archer Malmo  
ReTain PGR for California Launch Campaign  
Purina Animal Nutrition / Filament  
Purina All Season Cattle Nutrition Program  
Syngenta / Martin Williams  
Talinor New Product Launch Campaign

## **PRODUCER’S CHOICE**

Producer’s Choice Award powered by:



## **BEST IN SHOW**

Best of Show and Grand Champion sponsored by:



## **THANKS TO OUR BEST OF NAMA JUDGES**

Shaun Crockett, Sullivan Higdon & Sink  
Mike Butler, Archer Malmo  
Mark Andersen, Colle McVoy  
Ed Peck, Filament  
Scott Zwygart, John Deere  
Jeff Hartz, Midwest Seed Genetics  
Bob Wilhelm, Monsanto  
Marc Ford  
Margaret Faintich, Paradowski  
Martha Porter-Fischer, Rhea + Kaiser  
Darren Mark, Scenic Road  
Ed Salem, Swanson Russell

Chad Stoway, Woodruff  
Jerry Gennaria, Brighton Agency  
Katie Hayward, Paulsen  
Alan Bell, Bader Rutter  
Claire Dailey, broadhead.  
John Dutcher, APR, Dutcher & Associates, LLC  
Jill Spiekerman Bonham, APR, Land O’Lakes, Inc.  
Kristi Olson, MorganMyers  
Erin Nash, Natl. Assn. of Farm Broadcasting  
Sarah Goellner, Sullivan Higdon & Sink  
Madison Williams, Woodruff