

National Best of NAMA Winners 2018-2019

Ag Audiences - Advertising

Cat. #	Category	Place	Company	Agency	Entry Title
1	Multimedia Campaigns-Local	FIRST	Cytozyme	Archer Malmo	See the Science and Grow Better Campaign
		MERIT	Bayer	McCann Canada	Sencor STZ Grower Vacations
2	Multimedia Campaigns-Regional	FIRST	Wyffels Hybrids	O&H Brand Design, Jim Melzer & Tim Musta	Wyffels Brand Advertising Campaign
		MERIT	Peak of the Market	Think Shift	Peak of the Market - Potato Campaign
3	Multimedia Campaigns-National	FIRST	National Cattlemen's Beef Association	Paradowski Creative	NCBA Fall Membership Campaign - "Black & White"
		MERIT	WinField United	Colle McVoy	Honest Ag Campaign
4	New Product Introduction	FIRST	Cargill Animal Nutrition	Turnpike	HerdFirst Launch Campaign
		MERIT	Zoetis	Bader Rutter	Launch of Fostera® Gold PCV MH
5	Spreads, single	FIRST	Pharmgate Animal Health	Filament	Pharmgate 2 Minute Ad
		MERIT	Wyffels Hybrids	O&H Brand Design, Jim Melzer & Tim Musta	"Price of Our Stock"
6	Spreads, series	FIRST	Boehringer Ingelheim - Cattle Division	broadhead.	Cattle First Spread Ads
7	Single-page Ads, single	FIRST	Boehringer Ingelheim - Cattle Division	broadhead.	Pyramid + Presponse SQ "One Small Change" Print Ad
		MERIT	Boehringer Ingelheim - Cattle Division	broadhead.	Cystorelin + Synchsure Print Ad
8	Single-page Ads, series	FIRST	Nutrien Ag Solutions	AdFarm	Proven Seed Print Ad
		MERIT	PIC	Paulsen	PIC - Never Stop Improving
9	Less-than-page Ads, single or series	FIRST	Phibro Animal Health Corporation	Brighton Agency	Animate® "Know Your Number" Ad
		MERIT	Cargill Animal Nutrition	Turnpike	HerdFirst Print Ad Series
10	Trade Ads, single or series	FIRST	Purina Animal Nutrition	Filament	Purina Cattle Breeding Campaign Ad
		MERIT	Limagrain Cereal Seeds	Toolbox Creative	Acres to Ales
11	Unique Print Advertising	FIRST	WinField United	Colle McVoy	WinField United Honest Ag
		MERIT	Bayer - Asgrow	Osborn Barr (O+B P) & Brighton Agency	Asgrow Virtual Reality Unit
12	Advertorials	FIRST	Purina Animal Nutrition	Filament	"How A Co-Op Feeds Your Coop"
		MERIT	South Dakota Soybean	Paulsen	South Dakota Soybean - Generation Soy Advertorial
13	Radio - Single	FIRST	Wyffels Hybrids	O&H Brand Design	"Multiple Choice"
		MERIT	Boehringer Ingelheim - Cattle Division	broadhead.	Bovikalc :60 Radio Spot
14	Radio - Series	FIRST	BASF	PERISCOPE	Specialty Radio
		MERIT	Pioneer	In-House	Pioneer Sales Representative Testimonial Radio
15	Television - Single or Series	FIRST	Bayer CropScience	BBDO Atlanta	Poncho/Votivo 2.0 "Dirt Rich" TV
		MERIT	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	30 Second TV Spot: Quelex® Herbicide

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16	Audiovisual Presentations directed to farmers, growers and ranchers	FIRST	WinField United	Colle McVoy	Honest Ag Brand Video
		MERIT	Morton Buildings	Osborn Barr (O+B P)	Morton Moments Video
17	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	FIRST	Bayer - DEKALB	Osborn Barr (O+B P)	DEKALB Performance Profile: Bushels To Bourbon
		MERIT	FMC Corporation	FLM Harvest	National Business Meeting Opening And Closing Video
18	Direct Mail-directed to farmers, growers and ranchers - flat	FIRST	South Dakota Corn Utilization Council	Paulsen	South Dakota Corn - Annual Meeting Invite
		MERIT	United Soybean Board	Osborn Barr (O+B P)	High Oleic Soybean Oil Direct Mail
19	Direct Mail-directed to farmers, growers and ranchers - three dimensional	FIRST	Bayer	Brighton Agency	Certified Seed Direct Mail Piece
		MERIT	Granular	AKC Marketing	Encirca Services Fall Recon Direct Mail
20	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	FIRST	Boehringer Ingelheim	Signal Theory	ID PPID Constellation Direct Mail
		MERIT	Firestone Ag	broadhead.	Performer EVO Product Launch Materials
21	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	FIRST	Minnesota Soybean Research & Promotion Council	Mojo	3D Mailer
		MERIT	Channel	The Sandbox Agency	Kernel of Truth Recruitment Direct Mail
22	Billboards or other outdoor ads	FIRST	Valent U.S.A. LLC	Archer Malmo	Fierce Herbicide Outdoor
		MERIT	Bayer	The Sandbox Agency	Smartstax True To Your Roots
23	Customer Brochures, Catalogs-farmer directed-1 or more elements	FIRST	Wyffels Hybrids	O&H Brand Design, Jim Melzer & Tim Musta	Our Two Cents
		MERIT	Bayer	McCann Canada	Bayer Disease Swatch Books
24	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness	FIRST	WinField United	Colle McVoy	WinField United Honest AgLaunch
		MERIT	WinField United	Colle McVoy	CROPLAN Seed Guide
25	Point-of-purchase materials	FIRST	Precision Planting	In House	Point-Of-Purchase Materials
		MERIT	Purina Animal Nutrition	Filament	Flock-Tober Dealer Kit
26	Exhibits	FIRST	South Dakota Farmers Union	Insight Marketing Design	South Dakota Farmers Union Safety Trailer & App
		MERIT	War Horses for Veterans	Osborn Barr (O+B P)	War Horses for Veterans Farm Progress Show Experience
27	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	FIRST	Boehringer Ingelheim - Cattle Division	broadhead.	Cattle First "Lunch" Box
		MERIT	Bayer - DEKALB/Asgrow	Osborn Barr (O+B P)	DEKALB Asgrow Commodity Classic Room Drops
28	Corporate Identity	FIRST	Land O'Lakes, Inc.	Colle McVoy	Land O'Lakes: Feeding Human Progress
		MERIT	Nortev LTD	Advantage Agri-Marketing Services	Branding Style Guide

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29	Advertising to agribusiness	FIRST	National Agri-Marketing Association	Rhea + Kaiser	Region IV Best of NAMA Awards Show Creative Campaign
		MERIT	Think Shift	In House	Think Shift - "Do You Know The Modern Farmer?" Campaign

Public Relations - Ag Audiences

30	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	FIRST	The SCN Coalition c/o Dr. Sam Markell	MorganMyers	"Launching The SCN Coalition - A Public/Checkoff/Private Partnership"
		MERIT	WinField United	Colle McVoy and Exponent PR	Redefining Partnership Through Insights Based PR
31	Media Relations	FIRST	Cytozyme	Archer Malmo	Cytozyme Media Kit
		MERIT	WinField United	Colle McVoy and Exponent PR	Disrupting The Drone Dialogue
32	Public Affairs/Issues Management program	FIRST	BASF	PERISCOPE	Living Acres PR Campaign
		MERIT	Syngenta	G&S Business Communications	National Pollinator Week Road Trip
33	News or Feature Article-Trade Media	FIRST	Syngenta	G&S Business Communications	Weathering the Storm
		MERIT	Land O'Lakes Animal Milk Products	Filament	5 Essential Calf Health Benchmarks - Land O'Lakes Animal Milk Products Company
34	Persuasive Writing	FIRST	Think Shift	In House	Think Shift - "Growing Digital: 7 Pillars of Digital Marketing for Agribusiness" Whitepaper
		MERIT	Purina Animal Nutrition	Filament	"Safe Eggs Start with Strong Shells" - Purina Backyard Flock
35	News Release-Ag Media	FIRST	Minnesota Soybean Growers Association	In House	Dayton Administration Kicks MN Farmers While They Are Down
		MERIT	WinField United	Colle McVoy	Tissue Sampling Reveals Nationwide Plant Health Trends
36	Events - Customer	FIRST	Farm Credit Mid-America	Colle McVoy	Insights Conference: The Business Of Change In Agriculture
		MERIT	Indiana Soybean Alliance	BLNKPG	Fields Of Opportunity
37	Events - Media	FIRST	CLAAS of America	Woodruff	Farm Progress Show Media Event
		MERIT	BASF	PERISCOPE	The Science Behind Inscalis® Insecticide
38	Events - Internal	FIRST	Rhea + Kaiser	In House	Rhea + Kaiser Recharge
		MERIT	New Holland North America	Maclay & Shoemaker Graphics	Shift To The Future: New Holland North America 2018 National Dealer Meeting
39	Company and Association newsletters - External - directed to farmers, growers and ranchers	FIRST	WinField United	Colle McVoy and Exponent PR	Advising The Modern Farmer With Timely, Personalized Insights: Advisor Newsletter
		MERIT	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	Levee Talk Newsletter
40	Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	FIRST	WinField United	Colle McVoy and Exponent PR	Expertise E-Newsletter: Providing Expert Insights To Retail Audiences
		MERIT	Syngenta	G&S Business Communications	Inside NK E-Newsletter

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41	Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	FIRST	Syngenta	G&S Business Communications	Thrive Magazine
		MERIT	CHS Inc.	Colle McVoy	C Magazine: Farmer-Owned, Farmer-Powered
42	Company Publications - Internal	FIRST	Farm Credit Bank of Texas	In House	CommonGround Employee Newsletter
		MERIT	GROWMARK, Inc.	In House	SOURCE Magazine
43	Company Publications - Annual Reports	FIRST	Minnesota Soybean Research & Promotion Council	Funkiture, Inc.	Minnesota Soybean Annual Report
		MERIT	Syngenta	G&S Business Communications	Syngenta Sustainable Solutions Program Reports
44	Audio/Video Broadcast News	FIRST	BASF	PERISCOPE	Grower Listening Tour
		MERIT	Purina Animal Nutrition	Filament	Dairy Ambassador Herd Video Series Purina Dairy

Agricultural Audiences - Digital

45	Advertising on the Web - directed to farmers, ranchers or growers, and others serving agriculture	FIRST	Newport Laboratories, Inc.	broadhead.	Newport "Filling In The Gaps" Digital Banner Ads
		MERIT	Bayer	McCann Canada	Sencor STZ Grower Vacation - YOUTUBE Preroll Series
46	Internet Website - directed to farmers, ranchers or growers, and others serving agribusiness	FIRST	Boehringer Ingelheim - Swine Division	broadhead.	Swineresource Website Launch
		MERIT	WinField United	Colle McVoy	Answer Tech: Informing Farmer And Retail Audiences On Ag Tech Solutions
47	Blogs	FIRST	Syngenta	G&S Business Communications	Grow More Experience On The Know More, Grow More Agronomy Blog
		MERIT	Bayer - Westbred	HLK	Westbred Wheat - The Tiller
48	Social Media campaign directed to farmers, growers and ranchers	FIRST	Purina Animal Nutrition	Filament	Flock-Tober® Facebook Campaign - Purina Flock
		MERIT	National Pork Board	Lessing-Flynn	Meet The #REALPIGFARMING Farmers Of America
49	Social tactic - a specific activity	FIRST	Boehringer Ingelheim - Cattle Division	broadhead.	Bovine Boyd Video Cattle
		MERIT	Bayer - DEKALB/Asgrow	Osborn Barr (O+B P) and HLK	DEKALB Asgrow Agronomy Week 2018 Contest
50	Smartphone Apps	FIRST	Kubota Tractor Corporation	Paulsen	Kubota Brand Builder
		MERIT	Bayer - Roundup Ready PLUS	HLK	Roundup Ready Plus® Incentive Calculator
51	Other non-Smartphone Digital Media	FIRST	Bayer - Acceleron	HLK	Acceleron Corn Root Mass App
		MERIT	Kemin Animal Nutrition & Health	Lessing-Flynn	USA Lysine® E-Book
52	Interactive marketing tools	FIRST	War Horses for Veterans	Osborn Barr (O+B P)	War Horse for Veterans - Farm Progress Show Activation
		MERIT	The Maschhoffs	Paradowski Creative and Paramore	The Maschhoffs' Interactive "Farm To Table" Map

Consumer Audiences

53	Company or Producer-Funded Advertising campaign directed to consumers	FIRST	Land O'Lakes, Inc.	Colle McVoy	Land O'Lakes The Food Effect Experience
		MERIT	Farm Credit of Mid America, TN Farm Bureau and TN Farmers Coop	Archer Malmo	Shooting Hunger Campaign

54	Company or Producer-Funded Advertising campaign element directed to consumers	FIRST	Shatto Milk Company	Signal Theory	Shatto Home Delivery Trading Cards
		MERIT	Farm Credit of Mid America, TN Farm Bureau and TN Farmers Coop	Archer Malmo	Shooting Hunger Campaigns
55	Company or Producer-Funded PR campaign directed to consumers	FIRST	Illinois Farm Families Coalition	MorganMyers	Influencer Engagement Campaign
		MERIT	WinField United	Colle McVoy and Exponent PR	The Food Effect: Modern Ag Reimagined
56	Company or Producer-Funded PR campaign element directed to consumers	FIRST	Illinois Farm Families Coalition	MorganMyers	One State, One Plate, One Story: Farm-to-Table Foodie Dinner
		MERIT	National Watermelon Promotion Board	FLM Harvest	Watermelon On The Go Video Series
57	Website directed to consumers	FIRST	CropLife Foundation	FLM Harvest	No Taste for Waste
		MERIT	Bayer CropScience	BBDO Atlanta	Feed A Bee Web
58	Social Media campaign directed to consumers	FIRST	Land O'Lakes, Inc.	Colle McVoy	Land O'Lakes The Food Effect - National Geographic Social Takeover
		MERIT	National Corn Growers Association	Osborn Barr (O+B P)	Carpool Video Campaign

Specialty Audiences

59	Specialty advertising campaign	FIRST	Boehringer Ingelheim	Signal Theory	ZIMECTERIN Gold Campaign
		MERIT	ZuPreem	DMH	Bird Service Announcement Campaign
60	Specialty PR campaign	FIRST	Boehringer Ingelheim	FLM Harvest	"Redefining the Pet Parasiticide Conversation"
		MERIT	Diamond Pet Foods	Woodruff	Taste of the Wild PREY Launch
61	Specialty campaign elements - single or series	FIRST	Boehringer Ingelheim	Signal Theory	Champions of the Cause - Visual Identity & Award
		MERIT	American Pet Nutrition	Diamond Merckens Hogan	Supreme Source Blogger Box

Producer's Choice

62	Producer's Choice - Single-page Ad - directed to farmers, growers and ranchers	FIRST	Y-TEX Corporation	Engle Creative Solutions LLC	Y-TEX "Made In America" Ad
		MERIT	Merck Animal Health	MorganMyers	Banamine Transdermal Launch Ad

Best of Show Advertising

Wyffels Hybrids/O&H Brand Design, Melzer & Musta

Wyffels Brand Advertising Campaign

Best of Show Public Relations

Cytozyme/Archer Malmo

Cytozyme Media Kit

Best of Show Digital

Bayer Acceleron/HLK

Acceleron Corn Root Mass App

Best of Show Consumer

Land O'Lakes/Colle McVoy

Land O'Lakes The Food Effect Experience

Best of Show Specialty

Boehringer Ingelheim/Signal Theory

Champions of the Cause - Visual Identity & Award

GRAND CHAMPION

Wyffels Hybrids/O&H Brand Design, Melzer & Musta

Wyffels Brand Advertising Campaign