

Region I Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	CANTERRA SEEDS	Think Shift	For the Love of Seed
1 Multimedia Campaigns-Local	Merit	Monsanto	Think Shift	Real Life Ready
4 New Product Introduction	First	Wibur-Ellis Company	Firespring	VAQUERO Product Launch
4 New Product Introduction	Merit	ADAMA	Think Shift	ADAMA Product Launches
7 Single-page Ads, single	First	Land View Inc.	broadhead.	Mar Vista Primer "Liftoff" Print Ad
7 Single-page Ads, single	Merit	CANTERRA SEEDS	Think Shift	CANTERRA Seed Angel
8 Single-page Ads, series	First	CANTERRA SEEDS	Think Shift	For the Love of Seed
8 Single-page Ads, series	Merit	Idaho Potato Commission	Evans, Hardy + Young, Inc.	Idaho Potato Pairings
10 Trade Ads, single or series	First	National Honey Board	Evans, Hardy + Young, Inc.	"The Latest Buzz"
10 Trade Ads, single or series	Merit	Idaho Potato Commission	Evans, Hardy + Young, Inc.	"Superhero Sales Reps"
12 Advertorials	First	DuPont Crop Protection	Exponent PR	Best Way to Ward Off Worms in Lettuce and Cole Crops
14 Radio - Series	First	Marrone Bio Innovations	Harvest PR & Marketing	"Goodbye, Hello" Series
15 Television - Single or Series	First	Monsanto	Think Shift	Genuity Canada "Real Life Ready" TV Ad
16 Audiovisual Presentations directed to farmers, growers and ranchers	First	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	Greener Pastures
16 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Monsanto Vegetable Seeds	HLK	Seminis® Breeder Series - Broccoli
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	WinField United	Colle+McVoy	CROPLAN Wheat Direct Mail
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Virtus Nutrition	The Swanson Family of Companies (Internal)	Prequel Box - Missing the Mark
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	Ex Guide to Bovikalc
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® Frescada Lettuce Brochure
28 Corporate Identity	First	Wibur-Ellis Company	In House	Nutrition Product Line Rebranding
28 Corporate Identity	Merit	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® High Rise Broccoli Brand Identity

Agricultural Audiences - Public Relations

30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Almond Board of California	broadhead.	Managing Dust at Harvest Campaign
31 Media Relations	First	Valent U.S.A. Corporation	Archer Malmo	Valent Specialty Spring 2016 CA Media Tour
33 News or Feature Article-Trade Media	First	Delacon	Harvest PR & Marketing	On the Rise: Phylogenics as Natural Performance Enhancers for Antibiotic-Free Feeding
36 Events - Customer	First	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® Leafy/Brassica Field Day
38 Events - Internal	First	CropLife International	Think Shift	Table for Twenty
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	First	Almond Board of California	broadhead.	California Almonds Outlook E-newsletter
42 Company Publications - Internal	First	Almond Board of California	broadhead.	Handler Mailer Redesign

Category Name	Place	Company	Agency	Entry Title
Agricultural Audiences - Digital				
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Virtus Nutrition	The Swanson Family of Companies	Missing the Mark Ad Series
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	DuPont Crop Protection	Colle+McVoy	Walk the Plots: Vegetable Field Day
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	CropLife International	Think Shift	Table For Twenty
47 Blogs	First	CropLife International	Think Shift	Croplife International "Plant Science Post"
48 Social Media campaign directed to farmers, growers and ranchers	First	Monsanto BioAg	HLK	Monsanto BioAg Twitter
49 Social tactic - a specific activity	First	Cargill	Think Shift	Cargill Grows
49 Social tactic - a specific activity	Merit	Compass Minerals	AdFarm	Tater Creator
51 Other non-Smartphone Digital Media	First	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	Bovikalc E-Detailer
52 Interactive marketing tools	First	Monsanto	Think Shift	Genuity Canada "Real Life Ready" Online Video
52 Interactive marketing tools	Merit	CANTERRA SEEDS	Think Shift	Canterra Seeds "For the Love of Seed" Video

Consumer Audiences

54 Company or Producer-Funded Advertising campaign element directed to consumers	First	Idaho Potato Commission	Evans, Hardy + Young, Inc.	"Lost It Again"
54 Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Peruvian Avocado Commission	Evans, Hardy + Young, Inc.	Election Radio
55 Company or Producer-Funded PR campaign directed to consumers	First	The Mushroom Council	Harvest PR & Marketing	"The Blend" Campaign
55 Company or Producer-Funded PR campaign directed to consumers	Merit	Idaho Potato Commission	Evans, Hardy + Young, Inc.	The Big Idaho Potato Truck Meets the Big Apple
56 Company or Producer-Funded PR campaign element directed to consumers	First	The Mushroom Council	Harvest PR & Marketing	"The Perfect Blend" Syndicated Article
57 Website directed to consumers	First	California Foundation for Agriculture in the Classroom	AdFarm	Ag for Kids
58 Social Media campaign directed to consumers	First	The Mushroom Council	Harvest PR & Marketing	"Mighty Mushroom Menu" National Nutrition Month Pinterest Contest

Specialty Audiences

61 Specialty campaign elements - single or series	First	Quail-Pro	Think Shift	Quail-Pro Turf Product Promotion
61 Specialty campaign elements - single or series	Merit	Quail-Pro	Think Shift	Quail-Pro

Best of Show

Ag. Audiences - Advertising

Audiovisual Presentations directed to farmers, growers & ranchers
Boehringer Ingelheim Vetmedica, Inc.
broadhead.
Greener Pastures

Ag. Audiences - Public Relations

Overall PR Program-directed to farmers, growers, ranchers
or others serving agribusiness
Almond Board of California
broadhead.
Managing Dust at Harvest Campaign

Best of Show (Continued)

Ag. Audiences - Digital

Social tactic - a specific activity

Cargill

Think Shift

Cargill Grows

Specialty Audiences

Specialty campaign elements - single or series

Quail-Pro

Think Shift

Quail-Pro Turf Product Promotion

Consumer Audiences

Co. or Producer-Funded PR camp. element to consumers

The Mushroom Council

Harvest PR & Marketing

"The Blend" Campaign

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 26 - 28, in Dallas.