

# Region I Best of NAMA Winners

## Agricultural Audiences - Advertising

	<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
	Category Name	Place	Company	Agency	Entry Title
1	Multimedia Campaigns-Local	First	Cargill LTD.	Think Shift	Growing Series
1	Multimedia Campaigns-Local	Merit	Cargill LTD.	Think Shift	MarketSense
2	Multimedia Campaigns-Regional	First	Willowood USA	broadhead.	Drop the Hammer with Pyrac
4	New Product Introduction	First	Valent U.S.A. LLC	Archer Malmo	ReTain PGR for California Launch Campaign
4	New Product Introduction	Merit	Cargill Animal Nutrition	Turnpike	Reveal® Forage Analysis Launch
5	Spreads, single	First	Valent U.S.A. LLC	Archer Malmo	ReTain PGR for California Print Ad
7	Single-page Ads, single	First	QUALI-PRO	Think Shift	INTAGLIO
7	Single-page Ads, single	Merit	QUALI-PRO	Think Shift	Imidacloprid 0.5G
9	Less-than-page Ads, single or series	First	Provimi	Page 17	NeoTec 5g Advertisement
9	Less-than-page Ads, single or series	Merit	Netafim USA	In House	Respond in Real Time
10	Trade Ads, single or series	First	Idaho Potato Commission	Evans, Hardy + Young, Inc.	Idaho Potato Pairings
10	Trade Ads, single or series	Merit	Idaho Potato Commission	Evans, Hardy + Young, Inc.	"Superhero Sales Reps"
11	Unique Print Advertising	First	Boehringer Ingelheim	broadhead.	Moving in the Right Direction: Judicious Use of Antibiotics
12	Advertorials	First	Netafim USA	In House	Choosing a Drip Irrigation System
14	Radio - Series	First	Willowood USA	broadhead.	Willowood 2017 Radio Campaign
14	Radio - Series	Merit	Valent U.S.A. LLC	Archer Malmo	Retain PGR For California Radio Series
15	Television - Single or Series	First	California Walnut Commission	Evans, Hardy + Young, Inc.	"Simple Chicken" "Simple Salmon"
15	Television - Single or Series	Merit	Idaho Potato Commission	Evans, Hardy + Young, Inc.	Mark Eats
16	Audiovisual Presentations directed to farmers, growers and ranchers	First	Cargill LTD.	Think Shift	Cargill - "Growing Series"
16	Audiovisual Presentations directed to farmers, growers and ranchers	Merit	CropLife International	Think Shift	CropLife International - "IPM Crop Protectors"
17	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Wilbur-Ellis	AdFarm	Wilbur-Ellis - Testimonial Video
18	Direct Mail-directed to farmers, growers and ranchers - flat	First	WinField United	Colle McVoy	The Right Tools
18	Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Compass Minerals	AdFarm	Protassium+ Almond Direct Mail
20	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	Valent U.S.A. LLC	Archer Malmo	ReTain PGR for California Direct Mail
22	Billboards or other outdoor ads	First	Cargill LTD.	Think Shift	Cargill - "Growing Series"
22	Billboards or other outdoor ads	Merit	Valent U.S.A. LLC	Archer Malmo	Retain PGR For California Outdoor
23	Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® Western U.S. Melon Varieties Brochure
23	Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® Western U.S. Pepper Varieties Brochure

Category Name	Place	Company	Agency	Entry Title
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Netafim USA	In House	Typhoon Plus Dripline Brochure
25 Point-of-purchase materials	First	Compass Minerals	AdFarm	ProAcqua Nutrients Product Packaging
25 Point-of-purchase materials	Merit	Netafim USA	The Pollack PR Marketing Group	A Drip Revolution
26 Exhibits	First	My Dairy Dashboard	The Swanson Family of Companies (Internal)	My Dairy Dashboard - Trade Show Booth
26 Exhibits	Merit	Netafim USA	In House	Irrigation Show Trade Show Booth
28 Corporate Identity	First	My Dairy Dashboard	The Swanson Family of Companies (Internal)	My Dairy Dashboard - Corporate Identity
28 Corporate Identity	Merit	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® Western U.S. Pepper Field Day Logo Mark

## Agricultural Audiences - Public Relations

30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Valent U.S.A. LLC	Archer Malmo	Valent-University of Florida Surprise Organic Scholarship Presentation
31 Media Relations	First	Delacon	FLM Harvest	The Powerful Story of Phytogenics
33 News or Feature Article-Trade Media	First	Boehringer Ingelheim	broadhead.	Proper Timing of Vaccination Protects Calves and Profits
33 News or Feature Article-Trade Media	Merit	Boehringer Ingelheim	broadhead.	Trich Remains Costly Disease For Beef Producers
34 Persuasive Writing	First	Valent U.S.A. LLC	Archer Malmo	Retain Plant Growth Regulator Apple Topicals In Meister Media
34 Persuasive Writing	Merit	Think Shift	In House	Think Shift - "Ag Digital Whitepaper"
36 Events - Customer	First	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® 2017 Brassica Field Day
36 Events - Customer	Merit	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® 2017 Woodland Field Days
37 Events - Media	First	Valent U.S.A. LLC	Archer Malmo	Pinpoint Fungicide OSU Media Field Day
44 Audio/Video Broadcast News	First	Valent U.S.A. LLC	Archer Malmo	Chateau CA KMJ Newscast

## Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Cargill LTD.	Turnpike	Reveal ® Forage Analysis Digital Ad Series
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Cargill LTD.	Think Shift	Cargill - "Growing Series"
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Virtus Nutrition	The Swanson Family of Companies	My Dairy Dashboard Website
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	CropLife International	Think Shift	CropLife International - "Vietnam IPM Microsite"
47 Blogs	First	Netafim USA	The Pollack PR Marketing Group	From Planting to Harvest - One Corn Farmer's Journey
47 Blogs	Merit	Think Shift	In House	Think Shift - "Emotion In Ag Marketing"
48 Social Media campaign directed to farmers, growers and ranchers	First	ADAMA Canada	Think Shift	ADAMA Canada - "Thank A Retailer"
48 Social Media campaign directed to farmers, growers and ranchers	Merit	CropLife International	Think Shift	CropLife International - "IPM Crop Protectors"
49 Social tactic - a specific activity	First	Boehringer Ingelheim	broadhead.	Imagine A World Without Dairy Farmers
50 Smartphone Apps	First	Virtus Nutrition	The Swanson Family of Companies	My Dairy Dashboard Web App
50 Smartphone Apps	Merit	Netafim USA	The Pollack PR Marketing Group	Netmaize App - A Customized Corn Drip Irrigation Protocol
52 Interactive marketing tools	First	Netafim USA	The Pollack PR Marketing Group	The Longest Drip Irrigation Warranty

## Consumer Audiences

	Category Name	Place	Company	Agency	Entry Title
53	Company or Producer-Funded Advertising campaign directed to consumers	First	California Walnuts Board	Evans, Hardy + Young, Inc.	Simple Meals
54	Company or Producer-Funded Advertising campaign element directed to consumers	First	California Citrus Mutual	AdFarm	Infographic Posters
55	Company or Producer-Funded PR campaign directed to consumers	First	California Strawberry Commission	broadhead.	National Strawberry Month
55	Company or Producer-Funded PR campaign directed to consumers	Merit	Padilla for U.S. Highbush Blueberry Council	Padilla	Goodness Frozen: Warming Consumer Appetites to Frozen Blueberries
56	Company or Producer-Funded PR campaign element directed to consumers	First	Mushroom Council	FLM Harvest	Blended Burger Sampling Tour
56	Company or Producer-Funded PR campaign element directed to consumers	Merit	California Strawberry Commission	broadhead.	#PickReal Food Truck
57	Website directed to consumers	First	Mushroom Council	FLM Harvest	Blenditarian.com
58	Social Media campaign directed to consumers	First	National Watermelon Promotion Board	FLM Harvest	"Use The Whole Watermelon" Consumer Recipe Contest
58	Social Media campaign directed to consumers	Merit	California Strawberry Commission	broadhead.	California Strawberry Commission, #8ADAY Challenge

## Specialty Audiences

61	Specialty campaign elements - single or series	First	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® High Rise Broccoli Retailer Sell Sheet
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## Best of Show

### Ag. Audiences - Advertising

Multimedia Campaigns-Local

Cargill LTD.

Think Shift

Growing Series

### Ag. Audiences - Digital

Internet Website-directed to farmers, ranchers or growers, and all others serving agribusiness

Virtus Nutrition

Swanson Family of Companies

My Dairy Dashboard Website

### Specialty Audiences

Specialty campaign elements-single or series

Monsanto Vegetable Seeds

Paradowski Creative

Seminis High Rise Broccoli Retailer Sell Sheet

### Ag. Audiences - Public Relations

Events-Media

Valent U.S.A. LLC

Archer Malmo

Pinpoint Fungicide OSU Media Field Day

### Consumer Audiences

Company or Producer-Funded PR campaign element directed to consumers

Mushroom Council

FLM Harvest

Blended Burger Sampling Tour

**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 11 - 13, in Kansas City.