

Region II Best of NAMA Winners

Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
1	Multimedia Campaigns-Local	First	Bayer	Brighton Agency	Rea Hybrids Name Campaign
1	Multimedia Campaigns-Local	Merit	Phibro Animal Health Corporation	Brighton Agency	OmniGen-AF® "Easy Switch" Ads
2	Multimedia Campaigns-Regional	First	Koch Agronomic Services	Swanson Russell	Distributor Education Campaign
2	Multimedia Campaigns-Regional	Merit	Beef Quality Assurance	Swanson Russell	Beef Quality Assurance - Regional Multimedia Campaign
3	Multimedia Campaigns-National	First	National Cattlemen's Beef Association	Paradowski Creative	NCBA Fall Membership Campaign - "Black & White"
3	Multimedia Campaigns-National	Merit	Bayer	HLK	Acceleron Rise Campaign
4	New Product Introduction	First	Merck Animal Health	Sullivan Higdon & Sink	SEQUIVITY 2018 World Pork Expo Launch
4	New Product Introduction	Merit	Arysta LifeScience	Woodruff	EVEREST 3.0 Campaign
5	Spreads, single	First	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	Spread Ad: PerfectMatch® Herbicide
5	Spreads, single	Merit	Arysta LifeScience	Woodruff	EVEREST 3.0
7	Single-page Ads, single	First	Nutrien Ag Solutions	Osborn Barr (O+B P)	Nutrien Ag Solutions Rebrand Single Page
7	Single-page Ads, single	Merit	Merck Animal Health	Osborn Barr (O+B P)	Merck - Once PMH IN - Beef - "One Dose. Twice the Security"
8	Single-page Ads, series	First	Tennessee Farmers Co-op	Woodruff	Equine Print Ads
8	Single-page Ads, series	Merit	Nutrien Ag Solutions	AdFarm	Proven Seed Print Ad
9	Less-than-page Ads, single or series	First	Kinze Manufacturing, Inc.	Osborn Barr (O+B P)	Kinze - Precision is Personal Ad Campaign
9	Less-than-page Ads, single or series	Merit	Phibro Animal Health Corporation	Brighton Agency	Animate® "Know Your Number" Ad
10	Trade Ads, single or series	First	Limagrain Cereal Seeds	Toolbox Creative	Acres to Ales
10	Trade Ads, single or series	Merit	Hallmarq	Sage	Get It Right Print Ad
11	Unique Print Advertising	First	Bayer	Osborn Barr (O+B P) & Brighton Agency	Asgrow Virtual Reality Unit
11	Unique Print Advertising	Merit	Bayer	The Sandbox Agency	SmartStax True To Your Roots
12	Advertorials	First	StollerUSA	Archer Malmo	Stress Relief Advertorial
12	Advertorials	Merit	Capital Farm Credit	Archer Malmo	Invest with Peace of Mind Advertorial
13	Radio - Single	First	Bayer	Osborn Barr (O+B P)	DEKALB "Legacy" :30
13	Radio - Single	Merit	Y-Tex Corporation	Engle Creative Solutions LLC	Tri-Zap "Parasite Patrol"
14	Radio - Series	First	Bayer	Osborn Barr (O+B P)	DEKALB Disease Shield Radio Series
15	Television - Single or Series	First	Bayer	HLK	Acceleron® Rise TV
15	Television - Single or Series	Merit	Bayer	Osborn Barr (O+B P)	Asgrow "Out In Front" :30
16	Audiovisual Presentations directed to farmers, growers and ranchers	First	Morton Buildings	Osborn Barr (O+B P)	Morton Moments Video
16	Audiovisual Presentations directed to farmers, growers and ranchers	Merit	John Deere	In House	John Deere Tractors at 100 -- The Legend Runs On
17	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	GSI	Osborn Barr (O+B P)	GSI Intersystems Blending Tower Video
17	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Bayer	Osborn Barr (O+B P)	DEKALB Performance Profile: Bushels To Bourbon
18	Direct Mail-directed to farmers, growers and ranchers - flat	First	United Soybean Board	Osborn Barr (O+B P)	High Oleic Soybean Oil Direct Mail
18	Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Bayer	Osborn Barr (O+B P)	DEKALB Asgrow Barrelhouse Bash Invitation
19	Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Bayer	Brighton Agency	Certified Seed Direct Mail Piece
19	Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	"Spinner" Mailing for PhytoGen® Brand Varieties
20	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	Arysta LifeScience	Woodruff	Arysta LifeScience PCA Portfolio Mailer

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20	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	Merit	Hoegemeyer Hybrids	Swanson Russell	Hoegemeyer Tradeshow Mailer
21	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Channel	The Sandbox Agency	Kernel of Truth Recruitment Direct Mail
21	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Bayer	Brighton Agency	Roundup Ready® PLUS Crop Management Solutions Cube Direct Mail
22	Billboards or other outdoor ads	First	Bayer	The Sandbox Agency	Smartstax True To Your Roots
22	Billboards or other outdoor ads	Merit	Hoegemeyer Hybrids	Swanson Russell	Hoegemeyer Boone Billboards
23	Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Bayer	Brighton Agency	WestBred® National Wheat Yield Contest Brochure
23	Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Bayer Crop Science / Nutrien Ag Solutions	Paradowski Creative	Powerful Partners Event Collateral
24	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Bayer Animal Health	greyhealth group	FEC Fact or Crap? Get the Fecal Facts Before You Test Your Cattle
24	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Phibro Animal Health Corporation	Brighton Agency	Phibro AHN Brochure
25	Point-of-purchase materials	First	War Horses for Veterans	Osborn Barr (O+B P)	Calm a Soldier
25	Point-of-purchase materials	Merit	War Horses for Veterans	Osborn Barr (O+B P)	Lift Our Veterans
26	Exhibits	First	War Horses for Veterans	Osborn Barr (O+B P)	War Horses for Veterans Farm Progress Show Experience
26	Exhibits	Merit	Channel	The Sandbox Agency	Channel Commodity Classic Booth Experience
27	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Sage	In House	Sage Premium Hat - New Business Mailing
27	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Bayer	Osborn Barr (O+B P)	DEKALB Asgrow Commodity Classic Room Drops
28	Corporate Identity	First	AMVAC Chemical Company	Swanson Russell	SIMPAS Business Card
28	Corporate Identity	Merit	Nutrien Ag Solutions	Osborn Barr (O+B P)	Nutrien Ag Solutions - Your Farm of the Future Logo
29	Advertising to agribusiness	First	AdFarm	In House	Harvest of Thanks
29	Advertising to agribusiness	Merit	ER Marketing	In House	Agri(Culture) We Feed Into It

Agricultural Audiences - Public Relations

30	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Merck Animal Health	Sullivan Higdon & Sink	What In The World Pork is Sequivity®?! Public Relations Launch Campaign
30	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Cool Planet	Rival Communications	The National Agri-Marketing Association Submission - Cool Planet Public Relations Campaign
31	Media Relations	First	Bayer Animal Health	greyhealth group	An Ounce of Prevention, A Pound of Cure: Bayer Fly Season Media Kit
31	Media Relations	Merit	Bayer	Rhea + Kaiser	Lubbock Showcase
33	News or Feature Article-Trade Media	First	John Deere	Sage	100 Years of John Deere Tractors Cover Story
33	News or Feature Article-Trade Media	Merit	Morton Buildings	Osborn Barr (O+B P)	Morton Buildings Farm Shop Amenities
34	Persuasive Writing	First	John Deere	Sage	National Outstanding Young Farmers of America Speech
35	News Release-Ag Media	First	Merck Animal Health	Sullivan Higdon & Sink	Sequivity Technology Press Release
35	News Release-Ag Media	Merit	John Deere	Sage	John Deere Sprayer News Release
36	Events - Customer	First	Bayer	Osborn Barr (O+B P)	DEKALB Asgrow Barrelhouse Bash
36	Events - Customer	Merit	Bayer	Rhea + Kaiser	FiberMax One Ton Club/FiberMax Maximizer Club Events
37	Events - Media	First	Bayer	Osborn Barr (O+B P)	DEKALB Past, Present & Future Media Event
37	Events - Media	Merit	CLAAS of America	Woodruff	Farm Progress Show Media Event
38	Events - Internal	First	Channel	The Sandbox Agency	Seedsman Ignite Channel Sales Meeting

	Category Name	Place	Company	Agency	Entry Title
39	Company and Association newsletters - External - directed to farmers, growers and ranchers	First	Channel	The Sandbox Agency	OnPoint
41	Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	Farm Credit Bank of Texas	In House	Landscapes Magazine
41	Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	Merit	Angus Media	In House	Angus Beef Bulletin
42	Company Publications - Internal	First	Farm Credit Bank of Texas	In House	CommonGround Employee Newsletter
43	Company Publications - Annual Reports	First	National Corn Growers Association	Charleston Orwig, Inc.	2018 World of Corn
43	Company Publications - Annual Reports	Merit	American Angus Association	In House	American Angus Association 2017 Annual Report
44	Audio/Video Broadcast News	First	National Cattlemen's Beef Association	In House	NCBA's Cattlemen to Cattlemen
44	Audio/Video Broadcast News	Merit	American Angus Association	In House	I Am Angus: Salvador's Crossing

Agricultural Audiences - Digital

45	Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	The Climate Corporation	Paradowski Creative	John Oehlerking Testimonial Campaign
45	Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	United Soybean Board	Osborn Barr (O+B P)	High Oleic Soybean Stories Digital Campaign
46	Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Bayer	HLK	#TRAITANSWERS Website
46	Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Cargill	broadhead.	Cargill Propricing Website
47	Blogs	First	Bayer	HLK	Westbred Wheat - The Tiller
47	Blogs	Merit	Woodruff	In House	Woodruff Blogs
48	Social Media campaign directed to farmers, growers and ranchers	First	Bayer	HLK	#FARMDOGFRIDAY
48	Social Media campaign directed to farmers, growers and ranchers	Merit	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	Phytogen Social Media Engagement Campaign, #PLANT18
49	Social tactic - a specific activity	First	Bayer Animal Health	Mastermind Marketing	Clean Up Your Cattle Sweepstakes Promotion
49	Social tactic - a specific activity	Merit	Bayer	Osborn Barr (O+B P) and HLK	DEKALB Asgrow Agronomy Week 2018 Contest
50	Smartphone Apps	First	Bayer	HLK	Roundup Ready Plus® Incentive Calculator
50	Smartphone Apps	Merit	United Soybean Board	Osborn Barr (O+B P)	Take Action On Weeds App
51	Other non-Smartphone Digital Media	First	Bayer	HLK	Acceleron Corn Root Mass App
52	Interactive marketing tools	First	War Horses for Veterans	Osborn Barr (O+B P)	War Horse for Veterans - Farm Progress Show Activation
52	Interactive marketing tools	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
53	Company or Producer-Funded Advertising campaign directed to consumers	Merit	Nebraska State Fair	Swanson Russell	Nebraska State Fair Brand Campaign
54	Company or Producer-Funded Advertising campaign element directed to consumers	First	Shatto Milk Company	Sullivan Higdon & Sink	Shatto Milk Flavorizers Packaging
54	Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Shatto Milk Company	Sullivan Higdon & Sink	Shatto Home Delivery Trading Cards
55	Company or Producer-Funded PR campaign directed to consumers	First	National 4-H Council	Osborn Barr (O+B P)	Love, Mom PSA
55	Company or Producer-Funded PR campaign directed to consumers	Merit	Old World Spices and Seasonings	Sullivan Higdon & Sink	Twist'd Q Pitmaster Story Series and Influencer Campaign

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56	Company or Producer-Funded PR campaign element directed to consumers	First	Old World Spices and Seasonings	Sullivan Higdon & Sink	Twist'd Q Pitmaster Story Series
57	Website directed to consumers	First	Bayer Crop Science	Paradowski Creative	MODERNAG.ORG Beyond the Smart City
57	Website directed to consumers	Merit	Bayer Crop Science	Paradowski Creative	MODERNAG.ORG The Next Drop For The Internet of Things
58	Social Media campaign directed to consumers	First	National Corn Growers Association	Osborn Barr (O+B P)	Carpool Video Campaign
58	Social Media campaign directed to consumers	Merit	Land O'Lakes, Inc.	Colle McVoy	Land O'Lakes The Food Effect - National Geographic Social Takeover

Specialty Audiences

59	Specialty advertising campaign	First	ZuPreem	DMH	Bird Service Announcement Campaign
59	Specialty advertising campaign	Merit	Diamond Pet Foods	Woodruff	Taste of the Wild PREY Launch
60	Specialty PR campaign	First	Boehringer Ingelheim	FLM Harvest	"Shots For Good": Reducing Canine Rabies in Madagascar
60	Specialty PR campaign	Merit	Diamond Pet Foods	Woodruff	Taste of the Wild PREY Launch
61	Specialty campaign elements - single or series	First	Bayer	Sullivan Higdon & Sink	Claro® Love Stories
61	Specialty campaign elements - single or series	Merit	American Pet Nutrition	Diamond Merckens Hogan	Supreme Source Blogger Box

Best of Show

Ag. Audiences - Advertising

Audiovisual Presentations directed to farmers, growers and ranchers
Morton Buildings
Osborn Barr (O+B | P)
Morton Moments Video

Ag. Audiences - Digital

Other non-Smartphone Digital Media
Bayer
HLK
Acceleron Corn Root Mass App

Specialty Audiences

Specialty PR campaign
ZuPreem
DMH
Bird Service Announcement Campaign

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What In The World Pork is Sequivity®?! Public Relations Launch Campaign

Consumer Audiences

Company or Producer-Funded Advertising campaign directed to consumers
Land O'Lakes, Inc.
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Land O'Lakes The Food Effect Experience

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 10-12, in Kansas City.