

Region II Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Stoller	Archer Malmo	Heat Stress Campaign
1 Multimedia Campaigns-Local	Merit	Farm Credit Bank of Texas	In House	Farm Credit: Supporting Rural Communities and Agriculture for 100 Years
2 Multimedia Campaigns-Regional	First	Stoller	Archer Malmo	Farm Different
2 Multimedia Campaigns-Regional	Merit	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	Introducing Poop-A-Chew®, The Spokes Dung Beetle
3 Multimedia Campaigns-National	First	The Climate Corporation	Paradowski Creative	Tiny Advisors Campaign
3 Multimedia Campaigns-National	Merit	Merck Animal Health	Osborn Barr	Driven By Prevention
4 New Product Introduction	First	Zoetis	Bader Rutter	Weight of Your Decisions launch
4 New Product Introduction	Merit	Monsanto - DEKALB® Asgrow®	Osborn Barr	DEKALB® Disease Shield Product Launch
5 Spreads, single	First	FMC	Swanson Russell	Anthem Herbicide Consecutive Page Ad
5 Spreads, single	Merit	Stoller	Archer Malmo	Dan Arkels "It's Pretty Simple Math." Ad
6 Spreads, series	First	DuPont Crop Protection	The Lacek Group	DuPont Pioneer - Harvest Performance
7 Single-page Ads, single	First	Stoller	Archer Malmo	Tim Fisher "I Sell Quality." Ad
7 Single-page Ads, single	Merit	Dow AgroSciences	Bader Rutter	At the Center ad for Delegate® WG insecticide
8 Single-page Ads, series	First	Stoller	Archer Malmo	Farm Different Superstar Growers Ad Series
8 Single-page Ads, series	Merit	John Deere	John Deere Parts and Service Advertising	Don't Risk It, Ad Series
9 Less-than-page Ads, single or series	First	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	The Spokes Dung Beetle, PAC
9 Less-than-page Ads, single or series	Merit	Adisseo	Sage	Adisseo Ads - Series
10 Trade Ads, single or series	First	Tiger-Sul Products	AdFarm	TIGER XP. . . RETURN ON INVESTMENT
10 Trade Ads, single or series	Merit	Ceva Animal Health	Sage	Ceva Elements Ad (spread)
11 Unique Print Advertising	First	Monsanto BioAg	HLK	360 Video Google Cardboard Viewer Packaging
11 Unique Print Advertising	Merit	Monsanto BioAg	HLK	360 Video Promotional Brochure
12 Advertorials	First	Compass Minerals	AdFarm	K Files Protassium+ Campaign
12 Advertorials	Merit	Monsanto	Brighton Agency	Acceleron "We've Got You Covered" Advertorial
13 Radio - Single	First	Dahlman Seed Company LLP	Engle Creative Solutions LLC	"Field of Dreams"
13 Radio - Single	Merit	Monsanto (Channel)	The Sandbox Agency	Channel® Roundup Ready® 2 Xtend® :60 Radio "Going Somewhere, Together"
14 Radio - Series	First	John Deere	John Deere Parts and Service Advertising	Don't Risk it, Radio
14 Radio - Series	Merit	Hoegemeyer Hybrids	broadhead.	Hoegemeyer Seed Dating Radio
15 Television - Single or Series	First	John Deere	In House	Don't Risk it, Television
15 Television - Single or Series	Merit	Monsanto	HLK	Monsanto BioAg Campaign 500 Trillion Farmhands Spot (:15, :30, :60)
16 Audiovisual Presentations directed to farmers, growers and ranchers	First	Stoller	Archer Malmo	Farm Different Video Series
16 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Soil Health Institute	Woodruff Sweitzer	Soil Health Institute Launch Video

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17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Monsanto - DEKALB® Asgrow®	Osborn Barr	National Sales Meeting Kick-Off Video
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	DEKALB Asgrow	HLK	DEKALB and Asgrow Regional Webinar Training Videos
18 Direct Mail-directed to farmers, growers and ranchers - flat	First	Mycogen Seeds	Bader Rutter	Mycogen Seeds Yield Data mailing
18 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Verdesian Life Sciences	Osborn Barr	Farm Progress Show Special Admittance Ticket Mailer for Max Armstrong Panel Breakfast
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Monsanto (Channel)	The Sandbox Agency	Channel® Field Check Up Series Grower Acquisition Mailing
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	The Climate Corporation	Paradowski Creative	Grower Meeting Invitation
20 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	FMC	Swanson Russell	Hero Insecticide Direct Mail
20 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	Merit	Arysta LifeScience	Woodruff Sweitzer	PCA Crop-Specific Direct Mail
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Monsanto	Brighton Agency	Roundup Ready Xtend Crop System Summer Field Day Kits
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Monsanto	Brighton Agency	Acceleron Dealer/Sales Rep Season Kickoff Binder
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	The Climate Corporation	Paradowski Creative	Climate FieldView Product Seasonal Brochure
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Monsanto	Brighton Agency	ConnectIN Dimensional Grower Brochure
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Compass Minerals	AdFarm	Big Box of Opportunity
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	The Context Network	Osborn Barr	The Context Network Brochure
25 Point-of-purchase materials	First	Monsanto	Brighton Agency	ConnectIN POS Seed Size Display
25 Point-of-purchase materials	Merit	Compass Minerals	AdFarm	Big Box of Opportunity
26 Exhibits	First	The Climate Corporation	Paradowski Creative	2016 Climate FieldView Farm Progress Show Tent
26 Exhibits	Merit	The Climate Corporation	Paradowski Creative	The Climate FieldView Commodity Classic Booth
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	AdFarm	In House	Liquid Agriculture
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Monsanto Vegetable Seeds - Seminis	HLK	NAMLT Collateral: Lanyards, Margarita Salt Favor, Postcard
28 Corporate Identity	First	Soil Health Institute	Woodruff Sweitzer	Soil Health Institute Corporate Identity

Category Name	Place	Company	Agency	Entry Title
28 Corporate Identity	Merit	Global Roundtable for Sustainable Beef (GRSB)	Swanson Russell	Global Roundtable for Sustainable Beef Logo
29 Advertising to agribusiness	First	NAMA	Scenic Road	NAMA Anthem Video
29 Advertising to agribusiness	Merit	Sage	In House	Sage Ad

Agricultural Audiences - Public Relations

30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Monsanto BioAg	HLK	360 Video Experience PR
30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Soil Health Institute	Woodruff Sweitzer	Breaking Ground with the Soil Health Institute
31 Media Relations	First	WestBred Wheat	Brighton Agency	Not All Pounds Are Created Equal: The Advantages of using Optimal Seeding Rates from the ConnectIN Wheat Insight System.
31 Media Relations	Merit	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	Poop-A-Chew Media Kit
33 News or Feature Article-Trade Media	First	WestBred Wheat	Brighton Agency	Not All Pounds are Created Equal: Differences in Wheat Seed Size Affect Seeding Rates and Yield Potential
33 News or Feature Article-Trade Media	Merit	Stoller	Archer Malmo	"Does it Pay to Finish Strong?" Industry Voice Article
34 Persuasive Writing	First	United Soybean Board	Osborn Barr	United Soybean Board Chair Remarks at 2016 Commodity Classic
35 News Release-Ag Media	First	Monsanto BioAg	HLK	360 Video Experience
35 News Release-Ag Media	Merit	Zoetis	Bader Rutter	Zoetis Introduces New Long-Duration Synovex® One Implants
36 Events - Customer	First	Verdesian Life Sciences	Osborn Barr	Commodity Classic: We're All in it Together
36 Events - Customer	Merit	Monsanto - DEKALB® Asgrow®	Osborn Barr	Commodity Classic 2016 Experience
37 Events - Media	First	Bayer Animal Health	In House	Bayer Puts Focus on Bringing Innovation to Producers
37 Events - Media	Merit	John Deere	Sage	John Deere Product Intro Event
38 Events - Internal	First	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	Women's Leadership initiative: Development Day Event
38 Events - Internal	Merit	Monsanto (Channel)	The Sandbox Agency	Channel Master Seedsman Summit
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	First	Monsanto (Channel)	The Sandbox Agency	Channel OnPoint Newsletter
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	Merit	National Cattlemen's Beef Association	In House	National Cattlemen
41 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	AMVAC	Woodruff Sweitzer	CWT Publication
41 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	Merit	Farm Credit Bank of Texas	In House	Landscapes
42 Company Publications - Internal	First	Farm Credit Bank of Texas	In House	CommonGround Employee Newsletter
42 Company Publications - Internal	Merit	Monsanto Vegetable Seeds - Seminis	HLK	NAMLT Videos and Emails
43 Company Publications - Annual Reports	First	National Corn Growers Association	Charleston Orwig, Inc.	2016 World of Corn

Category Name	Place	Company	Agency	Entry Title
43 Company Publications - Annual Reports	Merit	Ag Processing Inc.	Swanson Russell	AGP 2015 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	National Cattlemen's Beef Association	In House	2016 Annual Cattle Industry Convention and NCBA Trade Show Promotional Video Broadcast

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	DuPont Crop Protection	The Lacek Group	DuPont Pioneer Radio on Pandora
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	FMC	Swanson Russell	Anthem Herbicide
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	The Climate Corporation	Paradowski Creative	Climate-Sales.com
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	John Deere	In House	Tipsnotebook.com
47 Blogs	First	Monsanto Vegetable Seeds - Seminis	HLK	Vertical Farming Blog
48 Social Media campaign directed to farmers, growers and ranchers	First	Stoller	Archer Malmo	Stoller Social Media Accounts
48 Social Media campaign directed to farmers, growers and ranchers	Merit	Monsanto	HLK	Roundup Ready Xtend Crop System #Xtendyouryield Contest
49 Social tactic - a specific activity	First	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	Brag About Your Beef
49 Social tactic - a specific activity	Merit	Bayer Animal Health	Mastermind Marketing	Bayer Boot Selfie
50 Smartphone Apps	First	Arysta LifeScience	Woodruff Sweitzer	Arysta Lifescience Mobile App
50 Smartphone Apps	Merit	Monsanto	HLK	My Seed
51 Other non-Smartphone Digital Media	First	The Climate Corporation	Paradowski Creative	Farm of Tomorrow - Interactive PDF
52 Interactive marketing tools	First	The Climate Corporation	Paradowski Creative	VR World & Headset - The Farm of Tomorrow
52 Interactive marketing tools	Merit	Ceva Animal Health	Sage	Ceva Animal Health AASV E-vite

Consumer Audiences

54 Company or Producer-Funded Advertising campaign element directed to consumers	First	Global Roundtable for Sustainable Beef (GRSB)	Swanson Russell	Global roundtable for Sustainable Beef Infographics
55 Company or Producer-Funded PR campaign directed to consumers	First	The Center for Food Integrity	Look East	To Earn Consumer Trust in Animal Agriculture
55 Company or Producer-Funded PR campaign directed to consumers	Merit	Phibro Animal Health Corporation	Look East	Reframing the Conversation about Animal Antibiotics for Phibro Animal Health Corporation, by Look East
57 Website directed to consumers	First	Shatto Milk Company	Sullivan, Higdon & Sink	Shattomilk.com
57 Website directed to consumers	Merit	Elanco Animal Health	Callahan Creek	Interceptorplus.com
58 Social Media campaign directed to consumers	First	United Soybean Board and NCGA	Osborn Barr	CommonGround-Not a Latte
58 Social Media campaign directed to consumers	Merit	United Soybean Board and NCGA	Osborn Barr	CommonGround- Thriving on Trust

Category Name	Place	Company	Agency	Entry Title
Specialty Audiences				
59 Specialty advertising campaign	First	American Pet Nutrition	DMH	The Good Stuff Pet Truck Mobile Tour - www.goodstuffpettruck.com
59 Specialty advertising campaign	Merit	American Pet Nutrition	DMH	Supreme Source "Know the Source" Quiz - https://a.pgtb.me/5p95nC
60 Specialty PR campaign	First	Zoetis	Woodruff Sweitzer	National Pet Diabetes Awareness Campaign
60 Specialty PR campaign	Merit	Boehringer Ingelheim Vetmedica, Inc.	FLM+	Ames Research & Development Facility: Grand Opening
61 Specialty campaign elements - single or series	First	Diamond Pet Foods	Woodruff Sweitzer	Diamond CARE Launch Elements
61 Specialty campaign elements - single or series	Merit	American Pet Nutrition	DMH	Doggy Fails Pre-Roll Video

Best of Show

Ag. Audiences - Advertising

Multimedia Campaigns - Regional
Stoller
Archer Malmo
Farm Different

Ag. Audiences - Digital

Social tactic - a specific activity
Boehringer Ingelheim Vetmedica, Inc.
broadhead.
Brag About Your Beef

Specialty Audiences

Specialty PR campaign
Zoetis
Woodruff Sweitzer
National Pet Diabetes Awareness Campaign

Ag. Audiences - Public Relations

Events - Customer
Verdesian Life Sciences
Osborn Barr
Commodity Classic: We're All in it Together

Consumer Audiences

Website directed to consumers
Shatto Milk Company
Sullivan, Higdon & Sink
Shattomilk.com

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.