

Region III Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Bayer	McCann West	ITPAYSTOSPRAY.CA
1 Multimedia Campaigns-Local	Merit	Wheat Growers	Paulsen	Wheat Growers - Farm Strong Campaign
2 Multimedia Campaigns-Regional	First	Wyffels Hybrids	O&H Brand Design, Melzer & Musta, In House	Wyffels Hybrids Brand Campaign
2 Multimedia Campaigns-Regional	Merit	Bayer	McCann West	InVigor - I Will 2
3 Multimedia Campaigns-National	First	WinField United	Colle+McVoy	WinField Bring It All Together Campaign
3 Multimedia Campaigns-National	Merit	AgroLiquid	Harvest Creative Services	A New Game Plan
4 New Product Introduction	First	DuPont Pioneer	The Lacek Group	Pioneer® Brand Qrome Technology "Teaser" Launch Campaign
4 New Product Introduction	Merit	Forage Genetics International	Colle+McVoy	HarvXtra: The Mark of Progress Campaign
5 Spreads, single	First	Wyffels Hybrids	O&H Brand Design, Melzer & Musta, In House	300 Page
5 Spreads, single	Merit	WinField United	Colle+McVoy	WinField Plant Nutrition Print Ad
6 Spreads, series	First	Wyffels Hybrids	O&H Brand Design, Melzer & Musta, In House	"OR" Campaign
6 Spreads, series	Merit	WinField United	Colle+McVoy	WinField Brand Brings It All Together Through Print Campaign
7 Single-page Ads, single	First	Loftness	The Promersberger Company	Whether Bagging Bushel One or Bushel One Million...Loftness Deliver
7 Single-page Ads, single	Merit	Yanmar America	PadillaCRT	Not Just Down to Earth. One with the Earth
8 Single-page Ads, series	First	Cargill Animal Nutrition	Turnpike	Right Now Mineral Print Advertisement Series
8 Single-page Ads, series	Merit	Stine Seed Company	Trilix	I Choose Stine Grower Experience Series Ads
9 Less-than-page Ads, single or series	First	DuPont Pioneer/Encirca	AKC Marketing	Pro level of Enirca Nitrogen service print ad
9 Less-than-page Ads, single or series	Merit	Lely North America	AKC Marketing	All Day, Every Day Partnership Advertisement
10 Trade Ads, single or series	First	Forage Genetics International	Colle+McVoy	HarvXtra: The Mark of Progress Trade Ad
10 Trade Ads, single or series	Merit	Vermeer	Lessing-Flynn Advertising	Dealer's Choice Award
11 Unique Print Advertising	First	WinField United	Colle+McVoy	WinField Portfolio Gatefold Series Helps Farmers Bring It All Together
11 Unique Print Advertising	Merit	Wyffels Hybrids	O&H Brand Design, In House	Two-Party System Cover Wrap
12 Advertorials	First	DuPont Pioneer	The Lacek Group	Pioneer® GrowingPoint® Agronomy Columns
12 Advertorials	Merit	WinField United	Colle+McVoy	WinField Portfolio Advertorial Series - Drives Data to Insights Story
13 Radio - Single	First	Syngenta	Martin Williams	Golden Harvest Victory Radio
13 Radio - Single	Merit	AgXplore	Paulsen	AgXplore - Numbers Campaign
14 Radio - Series	First	Wyffels Hybrids	Melzer & Musta	"OR" Campaign :60
14 Radio - Series	Merit	Bayer	McCann West	InVigor - I Will 2
15 Television - Single or Series	First	WinField United	Colle+McVoy	Winfield Bring It All Together Brand TV Spot
15 Television - Single or Series	Merit	Merck Animal Health	MorganMyers	Vista Always Ahead

	Category Name	Place	Company	Agency	Entry Title
16	Audiovisual Presentations directed to farmers, growers and ranchers	First	Kubota Tractor Corporation	Paulsen	Kubota - Weston Red Barn Farm
16	Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Bayer	McCann West	MIXITUP.CA
17	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	WinField United	Colle+McVoy	"United We Win" WinField United Brand Anthem
17	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	WinField United	Colle+McVoy	WinField Ag Tech Story Video Series
18	Direct Mail-directed to farmers, growers and ranchers - flat	First	WinField United	Colle+McVoy	NutriSolutions 360 Direct Mailer - Farmers
18	Direct Mail-directed to farmers, growers and ranchers - flat	Merit	WinField United	Colle+McVoy	Interlock Adjuvant: Get Every Drop Direct Mail
19	Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Cargill Animal Nutrition	Turnpike	WDE Prospect Mailing
19	Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Wyffels Hybrids	O&H Brand Design, In House	Wyffels New Customer Kit
20	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	WinField United	Colle+McVoy	WinField Beyond Campaign Direct Mail
20	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	Merit	Landus Cooperative	Paulsen	SoyChlor Nutritionist/Veterinarian Direct Mail Piece
21	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	WinField United	Colle+McVoy	NutriSolutions 360 Direct Mailer - Retailers
21	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	John Deere Financial	AKC Marketing	Multi-Use Account Fall/Winter Dealer Kit
22	Billboards or other outdoor ads	First	Bayer	McCann West	InVigor - I Will 2
22	Billboards or other outdoor ads	Merit	Wyffels Hybrids	O&H Brand Design, In House	The Cure for the Common Corn Yield
23	Customer Brochures, Catalogs-farmer directed-1 or more elements	First	WinField United	Colle+McVoy	2016 Answer Plot Insights Brochure
23	Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Yanmar America	PadillaCRT	For Those Who Love the Land
24	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Black Gold Farms	Charleston Orwig, Inc.	Black Gold Farms Chip Collateral: Chip Book and Sell Sheet
24	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Black Gold Farms	Charleston Orwig, Inc.	Black Gold Farms Sweet Book
25	Point-of-purchase materials	First	Wyffels Hybrids	In House	Wyffels Showroom Banners
25	Point-of-purchase materials	Merit	South Dakota Corn Utilization Council	Paulsen	SD Corn Premier Center Floor Graphic
26	Exhibits	First	WinField United	Colle+McVoy	WinField Reimagined Tradeshow Booth To Bring It All Together
26	Exhibits	Merit	DuPont Pioneer	The Lacek Group	DuPont Pioneer 2016 Farm Progress Show Booth

Category Name	Place	Company	Agency	Entry Title
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	WinField United	Colle+McVoy	2016 CROPLAN Loyalty Program
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	The Mosaic Company	broadhead.	Mosaic AgCollege Notebook and Premiums
28 Corporate Identity	First	Landus Cooperative	Paulsen	Landus Cooperative Logo
28 Corporate Identity	Merit	Kent Nutrition Group	Bader Rutter	Kent Nutrition Group Brand Guidelines
29 Advertising to agribusiness	First	broadhead.	In House	broadhead. Holiday Dance Mashup

Agricultural Audiences - Public Relations

30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	WinField United	Exponent PR	Decision Ag's Insight Engine
30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	BASF	PadillaCRT	Creating Living Acres for Monarch Butterflies
31 Media Relations	First	WinField United	Exponent PR	Leveraging Experts and Experiences for Media Relations Success
31 Media Relations	Merit	BASF	PadillaCRT	Creating a Buzz Under the Big Top
33 News or Feature Article-Trade Media	First	WinField United	Colle+McVoy	The Skinny on Soybean Nutrition
33 News or Feature Article-Trade Media	Merit	CHS/Cenex Brand	Colle+McVoy	Keep Equipment Moving In The Cold
34 Persuasive Writing	First	AgStar Financial Services	In House	If You Could See What I See Video Script
34 Persuasive Writing	Merit	Bayer	McCann West	MIXITUP.CA Video
35 News Release-Ag Media	First	WinField United	Colle+McVoy	Bringing the Cloud to the Farm
35 News Release-Ag Media	Merit	WinField United	Colle+McVoy	The Fantastic Five: 2015 Answer Plot Insights
36 Events - Customer	First	Zoetis	Bader Rutter	Cattle Industry Annual Convention and NCBA Trade Show
36 Events - Customer	Merit	MS Technologies	Trilix	The Balance GT Experience Tour
37 Events - Media	First	BASF	PadillaCRT	Commodity Classic Media Event
37 Events - Media	Merit	WinField United	Exponent PR	WinField Unveils the Museum of Modern Agriculture
38 Events - Internal	First	Kent Nutrition Group	In House	Kent Nutrition Group Rockford Plant Feed AFIA Feed Mill of the Year Celebration
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	First	WinField United	Exponent PR	The Comeback Kid: Answer Plot Advisor
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	Merit	DuPont Crop Protection	Exponent PR	Shining a Spotlight on Local Experts
40 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	First	DuPont Crop Protection	Exponent PR	Growers Recognize Real-Time Disease Risks with Localized DuPont Crop Protection Field Alerts
40 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	Merit	WinField United	Exponent PR	A Portal Into the World of WinField: Expertise

Category Name	Place	Company	Agency	Entry Title
41 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	The Mosaic Company	broadhead.	Unfenced Magazine
41 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	Merit	CHS Inc.	Colle+McVoy	C Magazine: 'C' What's Possible
43 Company Publications - Annual Reports	First	Minnesota Soybean Research & Promotion Council	In House	Soybean Business
43 Company Publications - Annual Reports	Merit	CHS Inc.	Colle+McVoy	Stronger Together: Cooperative Value Special Issue
44 Audio/Video Broadcast News	First	SDSU Extension	Paulsen	SDSU Contours
Agricultural Audiences - Digital				
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Bayer	McCann West	InVigor - I Will 2 YouTube Pre-Roll
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Bayer	McCann West	Delaro - Jugslinger YouTube Pre-Roll
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Stine Seed Company	Trilix	Stine Stories Microsite
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	WinField United	Colle+McVoy	Answer Tech: Bringing Farmers and Retailers Ag Tech News and Insights
47 Blogs	First	Vermeer Corporation	Lessing-Flynn Advertising	Makin' Hay
47 Blogs	Merit	Land O'Lakes	PadillaCRT	Global Food Challenge Blogs
48 Social Media campaign directed to farmers, growers and ranchers	First	National Pork Board	Lessing-Flynn Advertising	National Pork Board #RealPigFarming Social Media Campaign
48 Social Media campaign directed to farmers, growers and ranchers	Merit	Verdesian Life Sciences	broadhead.	How To Make A Facebook Ad Out Of An Award-Winning 8th Grade Science Fair Project
49 Social tactic - a specific activity	First	WinField United	Colle+McVoy	Telling the Modern Ag Story: Social Media for the WinField Crop Adventure
49 Social tactic - a specific activity	Merit	Kinze Manufacturing	Lessing-Flynn Advertising	Kinze Planter Maintenance Quiz
50 Smartphone Apps	First	Scale-Tec	Paulsen	Scale-Tec Smartphone App
51 Other non-Smartphone Digital Media	First	Cargill	broadhead.	Cargill Proprietary Enrollment App
51 Other non-Smartphone Digital Media	Merit	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	Joint Health E-Detailer
52 Interactive marketing tools	First	Stine Seed Company	Trilix	I Choose Stine Grower Experience Series Videos
52 Interactive marketing tools	Merit	South Dakota Game Fish & Parks in Collaboration with the South Dakota Department of Agriculture	Paulsen	Habitat Pays Videos

Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	WinField United	Colle+McVoy	WinField Crop Adventure at Fair Oaks Farm
53 Company or Producer-Funded Advertising campaign directed to consumers	Merit	DuPont Biosciences	Exponent PR	Reforming Energy

Category Name	Place	Company	Agency	Entry Title
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	South Dakota Soybean Research and Promotion Council	FLM+	"Hungry for Truth Campaign: Phase 2"
54 Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Farmers Union Industries	broadhead.	sWheat Dreams Element: Field-Side Chats Longform Video
55 Company or Producer-Funded PR campaign directed to consumers	First	Prestage Farms	MorganMyers	Prestage Foods of Iowa is Right for Wright County: A PR Campaign to Support Approval of a Pork Processing Plant
55 Company or Producer-Funded PR campaign directed to consumers	Merit	U.S. Highbush Blueberry Council	PadillaCRT	Happy Birthday Blueberries
56 Company or Producer-Funded PR campaign element directed to consumers	First	Farmers Union Industries	broadhead.	sWheat Scoop, sWheat Dreams Campaign
56 Company or Producer-Funded PR campaign element directed to consumers	Merit	Land O'Lakes	Exponent PR	Land O'Lakes Helps Farmers Grow More, Live Better
57 Website directed to consumers	First	WinField United	Colle+McVoy	WinField RESPONSIBLECARE.COM
57 Website directed to consumers	Merit	Iowa Corn (Iowa Corn Growers Association and Iowa Corn Promotion Board)	Lessing-Flynn Advertising	Iowa Corn Website
58 Social Media campaign directed to consumers	First	Farmers Union Industries	broadhead.	sWheat Scoop, sWheat Dreams Social Campaign
58 Social Media campaign directed to consumers	Merit	U.S. Highbush Blueberry Council	PadillaCRT	Little Changes For A Healthy New Year

Specialty Audiences

59 Specialty advertising campaign	First	Land O'Lakes, Purina Equine	Colle+McVoy	Hold Your Horses
61 Specialty campaign elements - single or series	First	Land O'Lakes, Purina Equine	Colle+McVoy	Hold Your Horses TV Spot
61 Specialty campaign elements - single or series	Merit	Land O'Lakes, Purina Equine	Colle+McVoy	Hold Your Horses Point of Sale Items

Best of Show

Ag. Audiences - Advertising

Multimedia Campaigns - National

WinField United

Colle+McVoy

WinField Bring It All Together Campaign

Ag. Audiences - Public Relations

Media Relations

WinField United

Exponent PR

Leveraging Experts and Experiences for Media Relations Success

Ag. Audiences - Digital

Social tactic - a specific activity

WinField United

Colle+McVoy

Telling the Modern Ag Story: Social Media for the WinField Crop Adventure

Consumer Audiences

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

Farmers Union Industries

broadhead.

sWheat Scoop, sWheat Dreams 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.

Specialty Audiences

Specialty campaign elements - single or series

Land O'Lakes, Purina Equine

Colle+McVoy

Hold Your Horses TV Spot