

Region III Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	WinField United	Colle McVoy	Answer Plot 20th Anniversary Campaign
1 Multimedia Campaigns-Local	Merit	Bayer	McCann West	It's Grow Time
2 Multimedia Campaigns-Regional	First	CHS Inc.	Martin Williams	CHS Brand Campaign - Connections
2 Multimedia Campaigns-Regional	Merit	Wyffels Hybrids	O&H Brand Design, Jim Melzer & Tim Musta	Wyffels Brand Advertising Campaign
3 Multimedia Campaigns-National	First	WinField United	Colle McVoy	Honest Ag Campaign
3 Multimedia Campaigns-National	Merit	Kent Nutrition Group	In House	Kent Nutrition Group Reputation Matters Anniversary Campaign
4 New Product Introduction	First	Cargill Animal Nutrition	Turnpike	HerdFirst Launch Campaign
4 New Product Introduction	Merit	Poet Nutrition	Fresh Produce, LLC	Dakota Gold: No Cook, No Swirl, No Surprises
5 Spreads, single	First	Wyffels Hybrids	O&H Brand Design, Jim Melzer & Tim Musta	"Price of Our Stock"
5 Spreads, single	Merit	Boehringer Ingelheim - Cattle Division	broadhead.	Eprinex "Deadly Effective" Print Ad - Spread
7 Single-page Ads, single	First	John Deere Financial	The Sandbox Agency	All the Best Offers, All In One Place
7 Single-page Ads, single	Merit	Boehringer Ingelheim - Cattle Division	broadhead.	Cystorelin + Synchsure Print Ad
8 Single-page Ads, series	First	East River Electric	Paulsen	East River Electric - Re-Energizing Rural Campaign
8 Single-page Ads, series	Merit	PIC	Paulsen	PIC - Never Stop Improving
9 Less-than-page Ads, single or series	First	John Deere Financial	The Sandbox Agency	Even Used .. Livestock, Homestead, Non-Conventional (print series)
9 Less-than-page Ads, single or series	Merit	Kemin Animal Nutrition & Health	Lessing-Flynn	KemTRACE® Chromium Quality & Safety Print Ad Series
10 Trade Ads, single or series	First	Farmers Mutual Hail Insurance Company of Iowa	In House	Celebrating
11 Unique Print Advertising	First	WinField United	Colle McVoy	WinField United Honest Ag
11 Unique Print Advertising	Merit	Cargill	broadhead.	The Exchange
12 Advertorials	First	South Dakota Soybean	Paulsen	South Dakota Soybean - Generation Soy Advertorial
12 Advertorials	Merit	Lely North America	AKC Marketing	Lely Dairy XL - Red Cow Community Advertorials
13 Radio - Single	First	Wyffels Hybrids	O&H Brand Design	"Multiple Choice"
13 Radio - Single	Merit	Syngenta	Martin Williams Advertising	Agrisure Traits - Above And Below
14 Radio - Series	First	BASF	PERISCOPE	Specialty Radio
14 Radio - Series	Merit	Pioneer	The Lacek Group	Pioneer Sales Representative Testimonial Radio
15 Television - Single or Series	First	Pioneer	The Lacek Group	Pioneer TV Commercials
15 Television - Single or Series	Merit	BASF	McCann West	Invigor - Out Farm The Field
16 Audiovisual Presentations directed to farmers, growers and ranchers	First	WinField United	Colle McVoy	Honest Ag Brand Video
16 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	BASF	McCann West	InvigorRate Video Series
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Merck Animal Health	MorganMyers	Banamine Transdermal Meeting Opener Video
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Vermeer	Lessing-Flynn	Tailgate Talks
18 Direct Mail-directed to farmers, growers and ranchers - flat	First	South Dakota Corn Utilization Council	Paulsen	South Dakota Corn - Annual Meeting Invite
18 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	The Mosaic Company	broadhead.	K-Mag- "Make Your Mark" Campaign
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Granular	AKC Marketing	Encirca Services Fall Recon Direct Mail
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	South Dakota Agricultural Foundation	Fresh Produce, LLC	South Dakota Agricultural Foundation: Something To Chew On

Category Name	Place	Company	Agency	Entry Title
20 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	Granular	AKC Marketing	Encirca Pro Direct Mail - Put the Power of Decision-Making in the Palm of Their Hands
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Minnesota Soybean Research & Promotion Council	Mojo	3D Mailer
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	The Mosaic Company	broadhead.	MicroEssentials - "The Bigger Picture" Campaign
22 Billboards or other outdoor ads	First	Wyffels Hybrids	O&H Brand Design, Jim Melzer & Tim Musta	The Fine Print
22 Billboards or other outdoor ads	Merit	BASF	PERISCOPE	Cotton Billboard Series
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Bayer	McCann Canada	Bayer Disease Swatch Books
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Wyffels Hybrids	In House	2019 Product Guide
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	WinField United	Colle McVoy	WinField United Honest AgLaunch
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	WinField United	Colle McVoy	CROPLAN Seed Guide
25 Point-of-purchase materials	First	Kubota Tractor Corporation	Paulsen	Kubota RTV-XG850 Sidekick - New Product Launch - Dealer Point-of-Purchase Kit
25 Point-of-purchase materials	Merit	Cargill	Yamamoto	ProElite Packaging
26 Exhibits	First	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	Exhibits for Corteva Agriscience, Agriculture Division of DowDuPont, at Farm Progress Show
26 Exhibits	Merit	South Dakota Farmers Union	Insight Marketing Design	South Dakota Farmers Union Safety Trailer & App
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Cargill	Yamamoto	Chick Apron
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Minnesota Soybean Research & Promotion Council	Mojo	Indomitus Promotion & Partnership
28 Corporate Identity	First	Land O'Lakes, Inc.	Colle McVoy	Land O'Lakes: Feeding Human Progress
28 Corporate Identity	Merit	South Dakota Soybean	Paulsen	South Dakota Soybean - Generation Soy Logo
29 Advertising to agribusiness	First	Paulsen	In House	POET New Business

Agricultural Audiences - Public Relations

30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	WinField United	Colle McVoy and Exponent PR	Redefining Partnership Through Insights Based PR
30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	BASF	PERISCOPE	Growing Smarter With BASF
31 Media Relations	First	WinField United	Colle McVoy and Exponent PR	Disrupting The Drone Dialogue
31 Media Relations	Merit	Kent Nutrition Group	Bader Rutter and Grant Company	Kent Made In America Product Showcase
33 News or Feature Article-Trade Media	First	Almond Board of California	Padilla	Spotlight On Irrigation: A Story Of Irrigation Efficiency
33 News or Feature Article-Trade Media	Merit	Minnesota Soybean Research & Promotion Council	In House	Dynamic Duo: MSGA'S Lobbyists Always Answer The Call
34 Persuasive Writing	First	Amlan International	Woodruff	Opinion Piece: The AGP Conundrum
35 News Release-Ag Media	First	Minnesota Soybean Growers Association	In House	Dayton Administration Kicks MN Farms While They Are Down
35 News Release-Ag Media	Merit	WinField United	Colle McVoy	Tissue Sampling Reveals Nationwide Plant Health Trends
36 Events - Customer	First	Almond Board of California	Padilla	Navigating the Waters
36 Events - Customer	Merit	Iowa Corn & Golden Grain Energy	Lessing-Flynn	Biofuels Mobile Education Trailer
37 Events - Media	First	Wyffels Hybrids	O&H Brand Design	Commodity Classic Media Reception

Category Name	Place	Company	Agency	Entry Title
37 Events - Media	Merit	Amlan International	Woodruff	Summer Poultry Seminar Media Event
38 Events - Internal	First	South Dakota Soybean Research And Promotion Council	FLM Harvest	Farmer Empowerment Training
38 Events - Internal	Merit	Kent Nutrition Group	In House	Kent Anniversary Internal Events
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	First	WinField United	Colle McVoy and Exponent PR	Advising The Modern Farmer With Timely, Personalized Insights: Advisor Newsletter
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	Merit	South Dakota Corn Utilization Council	Paulsen	South Dakota Corn - Emerge E-Newsletter
40 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	First	WinField United	Colle McVoy and Exponent PR	Expertise E-Newsletter: Providing Expert Insights To Retail Audiences
41 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	CHS Inc.	Colle McVoy	C Magazine: Farmer-Owned, Farmer-Powered
41 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	Merit	Minnesota Soybean Growers Association	Funkiture, Inc.	Soybean Business Magazine
42 Company Publications - Internal	First	Kent Nutrition Group	In House	Dealer Update (Kent and Blue Seal)
43 Company Publications - Annual Reports	First	AgriBank	Padilla	Focus on Fundamentals: 2017 AgriBank Annual Report
43 Company Publications - Annual Reports	Merit	Minnesota Soybean Research & Promotion Council	Funkiture, Inc.	Minnesota Soybean Annual Report
44 Audio/Video Broadcast News	First	The Nature Conservancy Of Iowa	MorganMyers	4R Plus Launch Video
44 Audio/Video Broadcast News	Merit	Kent Nutrition Group	Grant Company	Kent Made In America VNR

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Boehringer Ingelheim - Cattle Division	broadhead.	Eprines® "Deadly Effective" Digital Banner Ads
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Newport Laboratories, Inc.	broadhead.	Newport "Filling In The Gaps" Digital Banner Ads
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Central Plains Dairy	Paulsen	Central Plains Dairy Website
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	WinField United	Colle McVoy	Answer Tech: Informing Farmer And Retail Audiences On Ag Tech Solutions
47 Blogs	First	WinField United	Colle McVoy	Fueling Farmer Knowledge
47 Blogs	Merit	Vermeer	Lessing-Flynn	Vermeer Makin' Hay Blog
48 Social Media campaign directed to farmers, growers and ranchers	First	WinField United	Colle McVoy	Honest Ag: Getting Real With Farmers
48 Social Media campaign directed to farmers, growers and ranchers	Merit	National Pork Board	Lessing-Flynn	Meet The #REALPIGFARMING Farmers Of America
49 Social tactic - a specific activity	First	Cargill	Turnpike	#PUTYOURHERDFIRST Facebook Frame Cause Marketing
49 Social tactic - a specific activity	Merit	WinField United	Colle McVoy	Celebrating The Answer Plot® Anti-Anniversary
50 Smartphone Apps	First	Kubota Tractor Corporation	Paulsen	Kubota Brand Builder
51 Other non-Smartphone Digital Media	First	Kemin Animal Nutrition & Health	Lessing-Flynn	USA Lysine® E-Book
52 Interactive marketing tools	First	Equipment Technologies	Lessing-Flynn	Apache Shop Series
52 Interactive marketing tools	Merit	National FFA Organization	Meredith Agrimedia	FFA New Horizons Video

Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	Land O'Lakes, Inc.	Colle McVoy	Land O'Lakes US Bank Stadium Sponsorship
53 Company or Producer-Funded Advertising campaign directed to consumers	Merit	South Dakota Corn Utilization Council	Paulsen	South Dakota Corn - The Farmer In You Campaign

Category Name	Place	Company	Agency	Entry Title
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	South Dakota Corn Utilization Council	Paulsen	South Dakota Corn TV Spots - 2017
54 Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Bayer	McCann West	It's Grow Time - Social Web Video
55 Company or Producer-Funded PR campaign directed to consumers	First	WinField United	Colle McVoy and Exponent PR	The Food Effect: Modern Ag Reimagined
55 Company or Producer-Funded PR campaign directed to consumers	Merit	The Partnership for Food Safety Education	FLM Harvest	The Story of Your Dinner
56 Company or Producer-Funded PR campaign element directed to consumers	First	WinField United	Colle McVoy and Exponent PR	Compelling Consumers To Define The Future Of Food
56 Company or Producer-Funded PR campaign element directed to consumers	Merit	South Dakota Soybean Research and Promotion Council	FLM Harvest	Hungry for Truth Initiative Blog Campaign
57 Website directed to consumers	First	Land O'Lakes	Colle McVoy	Land O'Lakes The Food Effect Website
57 Website directed to consumers	Merit	East River Electric	Paulsen	East River Electric - YOURCOOPPOWER.COM
58 Social Media campaign directed to consumers	First	WinField United	Colle McVoy	Recruiting Students For An Internship With A Purpose
58 Social Media campaign directed to consumers	Merit	Iowa Agriculture Water Alliance	Blue Compass	The Miller Creek Challenge

Specialty Audiences

59 Specialty advertising campaign	First	Cargill	Yamamoto	Feed It Forward Campaign
61 Specialty campaign elements - single or series	First	Cargill	Yamamoto	Proelite Website - PROELITEHORSEFEED.COM
61 Specialty campaign elements - single or series	Merit	Cargill	Yamamoto	ProElite Print Ads

Best of Show

Ag. Audiences - Advertising

Multimedia Campaigns-National
WinField United
Colle McVoy
Honest Ag Campaign

Ag. Audiences - Digital

Social Media campaign directed to farmers, growers and ranchers
WinField United
Colle McVoy
Honest Ag: Getting Real With Farmers

Specialty Audiences

Specialty advertising campaign
Cargill
Yamamoto
Feed It Forward Campaign

Ag. Audiences - Public Relations

Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness
WinField United
Colle McVoy and Exponent PR
Redefining Partnership Through Insights Based PR

Consumer Audiences

Social Media campaign directed to consumers
WinField United
Colle McVoy
Recruiting Students For An Internship With A Purpose

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.