

Region III Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Bayer	McCann	Raxil - Fully Supported
1 Multimedia Campaigns-Local	Merit	Curry Seed	Paulsen	Curry Seed - This Is Where We Stand
2 Multimedia Campaigns-Regional	First	Wyffels Hybrids	O&H Brand Design and Melzer & Musta	Wyffels Brand Advertising Campaign
2 Multimedia Campaigns-Regional	Merit	WinField United	Colle McVoy	Plant Nutrition Dig Deeper Campaign: Power Plant
3 Multimedia Campaigns-National	First	Alltech, Inc.	Paulsen	Alltech BIO-MOS Campaign
3 Multimedia Campaigns-National	Merit	Kubota Tractor Corporation	Paulsen	Kubota - This Is Why We Do It
4 New Product Introduction	First	Bayer	McCann	Luxxur - Hates Weeds As Much As You Do
4 New Product Introduction	Merit	DuPont Pioneer	The Lacek Group	Pioneer® Brand A-Series Soybeans
5 Spreads, single	First	DuPont Pioneer	The Lacek Group	DuPont Pioneer "Technology" Print Ad
5 Spreads, single	Merit	DuPont Pioneer	The Lacek Group	DuPont Pioneer "Shed" Print Ad
6 Spreads, series	First	Wyffels Hybrids	O&H Brand Design and Melzer & Musta	Wyffels Spread Ad Series (Dentist's Carpet, Famous Seed Companies, Independence)
6 Spreads, series	Merit	DuPont Pioneer	The Lacek Group	Pioneer® Brand A-Series Soybeans Launch Ads
7 Single-page Ads, single	First	WinField United	Colle McVoy	WinField United Uncharted Waters
7 Single-page Ads, single	Merit	Bayer CropScience	AdFarm	2018 InVigor Pod Shatter Reduction Print Ad
8 Single-page Ads, series	First	Wyffels Hybrids	O&H Brand Design and Melzer & Musta	Wyffels Poster Ads Series (Stake In The Ground, Line In The Sand, Promise)
8 Single-page Ads, series	Merit	DuPont Pioneer	The Lacek Group	Pioneer® Brand A-Series Soybeans Launch Ads
9 Less-than-page Ads, single or series	First	WinField United	Colle McVoy	Power Plant
9 Less-than-page Ads, single or series	Merit	WinField United	Colle McVoy	InterLock Adjuvant: One Drop
10 Trade Ads, single or series	First	Unverferth Manufacturing Co., Inc.	Trilix	Keep Your Customers Rolling!
11 Unique Print Advertising	First	Wyffels Hybrids	O&H Brand Design and Melzer & Musta	"Independence Can't Be Bought" Cover Wrap
11 Unique Print Advertising	Merit	Forage Genetics International	Colle McVoy	Planting For The Future
12 Advertorials	First	WinField United	Colle McVoy	The Great Trait
13 Radio - Single	First	Bayer	McCann	Varro - Selfie Stick
13 Radio - Single	Merit	DuPont Pioneer	The Lacek Group	DuPont Pioneer Sales Representative Testimonial Radio
14 Radio - Series	First	The Mosaic Company	broadhead.	Two Truths and a Lie
14 Radio - Series	Merit	DuPont Pioneer	The Lacek Group	Pioneer® Brand A-Series Soybeans Launch Radio
15 Television - Single or Series	First	DuPont Pioneer	The Lacek Group	DuPont Pioneer "We're Here" TV Commercial
15 Television - Single or Series	Merit	Wyffels Hybrids	O&H Brand Design and Melzer & Musta	Quick, Letterhead and Extra Large Pants
16 Audiovisual Presentations directed to farmers, growers and ranchers	First	BASF	PERISCOPE	"Engenia® Herbicide: Twice the Coverage of Competing Products" Video
16 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	WinField United	Colle McVoy	The Data Difference Video
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	AgriLife Studios	In House	It's Your Story
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Forage Genetics International	Colle McVoy	The Great Trait Video

Category Name	Place	Company	Agency	Entry Title
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	DuPont Pioneer	AKC Marketing	DuPont Pioneer Encirca Services - Field Planner Conversion Direct Mail
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Mycogen Seeds	Bader Rutter	One Step Ahead Customer Segment Campaign
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	WinField United	Colle McVoy	Ascend: Lift Off
20 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	WinField United	Colle McVoy	The Right Tools Point Of Sale Cards
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	CHS Inc.	Colle McVoy	Cenex® Powered Locally High Impact Dealer Direct Mail Piece
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Mycogen Seeds	Bader Rutter	Brand Launch Retail Announcement
22 Billboards or other outdoor ads	First	Boehringer Ingelheim	broadhead.	Treat Smarter. Not Longer.
22 Billboards or other outdoor ads	Merit	DuPont Pioneer	AKC Marketing	Chad Greenway Billboards "With You From the Word Go."
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Wyffels Hybrids	In House	Wyffels 2018 Product Guide
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	DuPont Pioneer	AKC Marketing	DuPont Pioneer Encirca Services Sales Survival Kit
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	DuPont Pioneer	AKC Marketing	DuPont Pioneer Encirca Sales Sheets
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	Wyffels Hybrids	In House	Wyffels Reproduction Seed Bag
25 Point-of-purchase materials	Merit	Summer Manufacturing	The Promersberger Company	The Benefits Of Land Rollers
26 Exhibits	First	WinField United	Colle McVoy	WinField United Commodity Classic; See Your Operation More Clearly With The Right Data
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	DuPont Pioneer	The Lacek Group	NCGA Winner Custom Signage Gift
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Bayer	McCann	Alberta Barley Cards
28 Corporate Identity	First	Adee Honey Farms	Insight Marketing Design	Adee Honey Farms Identity Package
28 Corporate Identity	Merit	Central Plains Dairy	Paulsen	Central Plains Dairy Expo Logo
29 Advertising to agribusiness	First	Paulsen	In House	Paulsen Best Customer Ad
29 Advertising to agribusiness	Merit	VistaComm	In House	AGRI-INSIGHTS Magazine

Agricultural Audiences - Public Relations

30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Minnesota Soybean Research & Promotion Council	broadhead.	DieselSellerz Partnership
30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	WinField United	Exponent PR	Getting Hyper-Connected
31 Media Relations	First	Cargill Animal Nutrition	Padilla	Educating Horse Owners On Topline Health
31 Media Relations	Merit	BASF	Padilla	Challenging Media To See More Monarchs
32 Public Affairs/Issues Management program	First	BASF	PERISCOPE	Bringing Down Weeds, Raising Up Farmers

Category Name	Place	Company	Agency	Entry Title
32 Public Affairs/Issues Management program	Merit	Wheat Growers and North Central Farmers Elevator	Land O' Lakes	"For The Member Owners - Building A Strong Local Cooperative"
33 News or Feature Article-Trade Media	First	Cargill Animal Nutrition	Padilla	Equine Topline: Nutrition at the Core - White Paper
33 News or Feature Article-Trade Media	Merit	WinField United	Colle McVoy	Getting More Crop Per Drop of Water
34 Persuasive Writing	First	Wheat Growers	In House	Pursuing A Common Good
34 Persuasive Writing	Merit	Wheat Growers	In House	Increasing Value for Our Members During Tough Times
35 News Release-Ag Media	First	WinField United	Colle McVoy	Reporting the News from Underground: WinField United Releases Plant Health Findings
35 News Release-Ag Media	Merit	Mycogen Seeds	Bader Rutter	Revontek: Launching a New Seed Treatment for a Strong Start
36 Events - Customer	First	Cenex	Exponent PR	Boot Stomping. Powered Locally.
36 Events - Customer	Merit	Zoetis	Bader Rutter	2017 National Cattlemen's Beef Association (NCBA) Trade Show
37 Events - Media	First	WinField United	Exponent PR	Pairing Breakfast With Ag Tech Innovation
37 Events - Media	Merit	AgBiome	Woodruff	AgBiome Media Fly-In
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	First	WinField United	Exponent PR	Making A Mobile Move: Advisor E-Newsletter
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	Merit	Dow AgroSciences	Bader Rutter	Range & Pasture Steward Newsletter
40 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	First	WinField United	Exponent PR	Cutting Through The Clutter: The Expertise E-Newsletter
40 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	Merit	Zoetis	Bader Rutter	Productivity Points
41 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	CHS Inc.	Colle McVoy	C Magazine: 'C' The Value Of Cooperatives
41 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	Merit	Vermeer Corporation	Lessing-Flynn	Vermeer Makin' Hay Magazine
42 Company Publications - Internal	First	Kent Nutrition Group	In House	KNG News
42 Company Publications - Internal	Merit	Wheat Growers	In House	Wheat Growers News
43 Company Publications - Annual Reports	First	Minnesota Soybean Research & Promotion Council	Funkiture, Inc.	Minnesota Soybean Annual Report
43 Company Publications - Annual Reports	Merit	Wheat Growers	Paulsen	Wheat Growers Annual Report
44 Audio/Video Broadcast News	First	Mycogen Seeds	Bader Rutter	"Unmatched" Teaser Video
44 Audio/Video Broadcast News	Merit	Wheat Growers	Labyrinth Films	Wheat Growers - For Family and Community

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Wyffels Hybrids	O&H Brand Design and Melzer & Musta	Farm Progress Show Independents Day Videos
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Wyffels Hybrids	O&H Brand Design and Melzer & Musta	Wyffels Digital Ad Campaign
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	WinField United	Colle McVoy	The Ag Tech Ace of Spades
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	DuPont Pioneer	The Lacek Group	DuPont Pioneer Forage Testimonial Website

Category Name	Place	Company	Agency	Entry Title
47 Blogs	First	WinField United	Colle McVoy	Boots on the Ground = Timely Insights from Field to Farmer Cereal Expert Blogs
47 Blogs	Merit	Bayer CropScience	Rhea + Kaiser	
48 Social Media campaign directed to farmers, growers and ranchers	First	National Pork Board	Lessing-Flynn	Meet the Real Pig Farmers of America
48 Social Media campaign directed to farmers, growers and ranchers	Merit	Boehringer Ingelheim	broadhead.	PPID Awareness Campaign
49 Social tactic - a specific activity	First	Bayer	McCann	#SellTheSwather Social Campaign
49 Social tactic - a specific activity	Merit	Dow AgroSciences	Bader Rutter	Power to do More Social Media
50 Smartphone Apps	First	South Dakota Soybean	Paulsen	South Dakota Soybean On-Farm Research Tool
50 Smartphone Apps	Merit	Ridley Block Operations	Paulsen	Body Conditioning Score App
51 Other non-Smartphone Digital Media	First	Forage Genetics International	Colle McVoy	The Alexa Retail Experience
52 Interactive marketing tools	First	Boehringer Ingelheim	broadhead.	Don't Be That Guy - Video Series
52 Interactive marketing tools	Merit	BASF	Padilla	Grow Smart Podcast: Real Ag Storytelling in the Digital Age

Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	CHS Inc.	Colle McVoy	Cenex® Powered Locally Campaign
53 Company or Producer-Funded Advertising campaign directed to consumers	Merit	WinField United	Colle McVoy	WinField United Uncharted Waters
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	CHS Inc.	Colle McVoy	Cenex® Powered Locally Broadcast
54 Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Stockyards Foundation	Paulsen	Stockyards Ag Experience
55 Company or Producer-Funded PR campaign directed to consumers	First	Minnesota Pork Board	broadhead.	#PorkPlease
56 Company or Producer-Funded PR campaign element directed to consumers	First	Saskatchewan Pulse Growers	FLM Harvest	"Lentils & Utensils" Pop-up Dinners
56 Company or Producer-Funded PR campaign element directed to consumers	Merit	WinField United	Colle McVoy	Making Waves At SXSW
57 Website directed to consumers	First	WinField United	Colle McVoy	WinField United Uncharted Waters
57 Website directed to consumers	Merit	South Dakota Soybean Research and Promotion Council	FLM Harvest	Hungry for Truth Website
58 Social Media campaign directed to consumers	First	WinField United	Colle McVoy	Helping Consumers Catch the Wave of Progress in Water Conservation
58 Social Media campaign directed to consumers	Merit	WinField United	Colle McVoy	Uncharted Waters National Ag Day Social Takeover

Specialty Audiences

59 Specialty advertising campaign	First	Cargill Animal Nutrition	Padilla	Educating Horse Owners on Topline Health
59 Specialty advertising campaign	Merit	Kent Nutrition Group	Bader Rutter	Campaign for Inspire
60 Specialty PR campaign	First	Cargill Animal Nutrition	Padilla	Educating Horse Owners On Topline Health
61 Specialty campaign elements - single or series	First	Cargill Animal Nutrition	Padilla	Educating Horse Owners on Topline Health
61 Specialty campaign elements - single or series	Merit	Boehringer Ingelheim	broadhead.	Prascend - Word Horse Print - Full Page

Best of Show

Ag. Audiences - Advertising

Multimedia Campaigns-Regional

Wyffels Hybrids

O&H Brand Design and Melzer & Musta

Wyffels Brand Advertising Campaign

Ag. Audiences - Digital

Other non-Smartphone Digital Media

Forage Genetics International

Colle McVoy

The Alexa Retail Experience

Specialty Audiences

Specialty PR campaign

Cargill Animal Nutrition

Padilla

Educating Horse Owners On Topline Health

Ag. Audiences - Public Relations

Media Relations

Cargill Animal Nutrition

Padilla

Educating Horse Owners on Topline Health

Consumer Audiences

Company or Producer-Funded Adv. Camp. to consumers

CHS Inc.

Colle McVoy

Cenex® Powered Locally 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 11 - 13, in Kansas City.