

Region IV Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Zoetis	Bader Rutter	Fetal Protection campaign (print, online, product page)
1 Multimedia Campaigns-Local	Merit	Precision Laboratories, LLC	In House	Total Spray Droplet Management
2 Multimedia Campaigns-Regional	First	Dow AgroSciences	Bader Rutter	Traczilla campaign for PerfectMatch herbicide
2 Multimedia Campaigns-Regional	Merit	GROWMARK, Inc.	Rhea + Kaiser	FS MiField Campaign
3 Multimedia Campaigns-National	First	Lallemand Animal Nutrition	Grade A Strategies, Inc.	Levucell SC SARA Campaign
3 Multimedia Campaigns-National	Merit	Cargill Animal Nutrition	Turnpike	Right Now Mineral Campaign
4 New Product Introduction	First	Tonistry	The Sandbox Agency	Tonistry Px Global Launch
4 New Product Introduction	Merit	Purina Animal Nutrition	Filament Marketing	Oyster Strong System Product Launch
5 Spreads, single	First	Wyffels Hybrids	O&H Brand Design, Melzer & Musta, In House	Idyllic Town
5 Spreads, single	Merit	Calmer Corn Heads, Inc.	Charleston Orwig, Inc.	It's Calling You - Coffee
7 Single-page Ads, single	First	Lallemand Animal Nutrition	Grade A Strategies, Inc.	Levucell SB "Balancing Sow" Ad Series
7 Single-page Ads, single	Merit	Central Life Sciences	Celtic Chicago	ClariFly Larvicide "Let's Talk Fly Control" Feedlot Ad
8 Single-page Ads, series	First	GROWMARK, Inc.	Rhea + Kaiser	FS MiField Print Campaign
8 Single-page Ads, series	Merit	Balchem Animal Nutrition & Health	Tanbark Consulting	The Real Faces of Dairy Ad Series
9 Less-than-page Ads, single or series	First	Lallemand Animal Nutrition	Grade A Strategies, Inc.	Levucell SC "Sara the Elephant" Fractional Ad Series
9 Less-than-page Ads, single or series	Merit	ImmuCell Corporation	Filament Marketing	Before Emergency
11 Unique Print Advertising	First	Wyffels Hybrids	O&H Brand Design, In House	Wyffels Family Insert Pocket
11 Unique Print Advertising	Merit	Wyffels Hybrids	O&H Brand Design, Melzer & Musta, In House	Doing What's Right Cover Wrap
12 Advertorials	First	Purina Animal Nutrition	Filament Marketing	'Dear Purina' Advertorial Series
12 Advertorials	Merit	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	Start Early to Protect Your Investment
13 Radio - Single	First	GROWMARK, Inc.	The Flatland	The FS Crop Specialist
13 Radio - Single	Merit	DuPont Pioneer	The Lacek Group	Pioneer® Brand Grome Technology Radio Ad
14 Radio - Series	First	Dairyland Seed	Charleston Orwig, Inc.	"A Voice from the Field" Radio Campaign
15 Television - Single or Series	First	Bayer	Rhea + Kaiser	Stratego YLD Make it Count TV
15 Television - Single or Series	Merit	Dow AgroSciences	Bader Rutter	Traczilla Ad Perfectmatch Herbicide
16 Audiovisual Presentations directed to farmers, growers and ranchers	First	Purina Animal Nutrition	Filament Marketing	The Buzz About Purina® Fly Control
16 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Mycogen Seeds	Bader Rutter	Mycogen Seeds Relentless Video
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Balchem Animal Nutrition & Health	Tanbark Consulting	Making Milk Protein - CSI Style
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Lallemand Animal Nutrition	Grade A Strategies, Inc.	"Fact or Fiction" Video Series

Category Name	Place	Company	Agency	Entry Title
18 Direct Mail-directed to farmers, growers and ranchers - flat	First	WinField United	Colle+McVoy	2016 National Answer Plot Grower Invite
18 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	GreenStone Farm Credit Services	In House	New Customer Welcome Mailer
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Dow AgroSciences	Bader Rutter	Welcome Kit for Enlist weed control system
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	GreenStone Farm Credit Services	In House	"Is the Grass Truly Greener" Crop Insurance Tool
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Balchem Animal Nutrition & Health	Tanbark Consulting	AMASIL "What's Cooking" Invitation
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Syngenta	G&S Business Communications	Syngenta Herbicides: Year-Round Proof of Top Performance Across Midwestern Fields
22 Billboards or other outdoor ads	First	Forage Genetics International	Colle+McVoy	"Raise Your Standards" - Exhibition Hall Stair Graphic
22 Billboards or other outdoor ads	Merit	MAI Animal Health	Grade A Strategies, Inc.	Transition World Dairy Expo Outdoor Ad
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Bayer	Rhea + Kaiser	2017 Bayer Cotton/Soy Variety Catalog
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Dairyland Seed	Charleston Orwig, Inc.	Dairyland Seed 2017 Product Guide
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Foremost Farms USA Cooperative	MorganMyers	2015 Sustainability Overview
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Illinois Soybean Association	MorganMyers	Biotech Soybeans: A Safe, Sustainable Solution brochure
25 Point-of-purchase materials	First	American Farm Bureau Federation	MorganMyers	Pride Plus Display Materials for Local Use
25 Point-of-purchase materials	Merit	Vestaron Corporation	Group Leaf LLC	Pokemon card parody for Spear bioinsecticide
26 Exhibits	First	Lallemand Biofuels & Distilled Spirits	Grade A Strategies, Inc.	2016 Fuel Ethanol Workshop Legacy of Innovation Booth Exhibit
26 Exhibits	Merit	Zoetis	Bader Rutter	Zoetis Beef NCBA booth
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Purina Animal Nutrition	Filament Marketing	Progress to Profit Tool Kit
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Balchem Animal Nutrition & Health	Tanbark Consulting	A Day on the Dairy Coloring Book
28 Corporate Identity	First	Nuseed Americas, Inc.	AdFarm	Onyx Branding
28 Corporate Identity	Merit	Heliae	Demeter Communications	Nyaxa Logo and Brand Standards
29 Advertising to agribusiness	First	Hoard's Dairyman	Charleston Orwig, Inc.	"Selfie Stick" Hoard's Cow Judging Contest Campaign
29 Advertising to agribusiness	Merit	Rhea + Kaiser	In House	MarketingtoFarmers.com
Agricultural Audiences - Public Relations				
30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Syngenta	G&S Business Communications	Harvest Chasers Public Relations Campaign

Category Name	Place	Company	Agency	Entry Title
30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Bayer CropScience	Rhea + Kaiser	2016 Grain Quality Series for CerealExperts.com
31 Media Relations	First	Farm Credit Mid-America	Exponent PR	Securing the Future of Rural America, Editorially
31 Media Relations	Merit	GSI	Osborn Barr	Why Grain Conditioning Matters
32 Public Affairs/Issues Management program	First	Zoetis	Bader Rutter	Influence Feed
32 Public Affairs/Issues Management program	Merit	Illinois Soybean Association	MorganMyers	Illinois Soybean Growers Voice for Soy Advocacy Champions Program
33 News or Feature Article-Trade Media	First	Land O'Lakes Animal Milk Products Co.	Filament Marketing	Myth Busting Nutritional Scours - To Treat or Not to Treat
33 News or Feature Article-Trade Media	Merit	Purina Animal Nutrition	Filament Marketing	Experience Speaks: Producers Tackle Weaning Success
35 News Release-Ag Media	First	Purina Animal Nutrition	Filament Marketing	Chickens in Schools: How You Can Help
35 News Release-Ag Media	Merit	Nedap U.S.	Filament Marketing	Sow Aggression: The Cocktail Party Approach
36 Events - Customer	First	Farm Credit Mid-America	Colle+McVoy	Economics of Change - The Insights Conference
36 Events - Customer	Merit	Nedap U.S.	Filament Marketing	Producer to Producer Event at World Pork Expo
37 Events - Media	First	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	BIVI Media Fest
37 Events - Media	Merit	Dairy Management, Inc.	In House	Dairy Checkoff Media Tour of McDonald's Headquarters
38 Events - Internal	First	Kent Nutrition Group	Bader Rutter	Kent Nutrition Group kickoff meeting
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	First	Purina Animal Nutrition	Filament Marketing	CheckPoint Newsletter
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	Merit	Wisconsin Milk Marketing Board, Inc.	In House	Dairy Update Newsletter for the Wisconsin Milk Marketing Board, Inc.
40 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	First	American Farm Bureau Federation	MorganMyers	Pride Plus E-newsletter
40 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	Merit	Dow AgroSciences	Bader Rutter	Grain Innovations
41 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	Case IH	Farm Journal Media	Case IH Farm Forum Custom Magazine
42 Company Publications - Internal	First	Bader Rutter	In House	Bader Rutter Influence Center Quarterly Top Ten Topics Report
42 Company Publications - Internal	Merit	GROWMARK, Inc.	In House	SOURCE Magazine
43 Company Publications - Annual Reports	First	American Farm Bureau Federation	MorganMyers	2015 Impact Report
43 Company Publications - Annual Reports	Merit	GreenStone Farm Credit Services	In House	New Customer Welcome Mailer
44 Audio/Video Broadcast News	First	Carbon Media Group	In House	American Harvest
44 Audio/Video Broadcast News	Merit	Carbon Media Group	In House	American Elements: Chris Soules

Agricultural Audiences - Digital

Category Name	Place	Company	Agency	Entry Title
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	WinField United	Colle+McVoy	Decision Ag Digital Campaign: Decoding Variability to Reveal Profit
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Purina Animal Nutrition	Filament Marketing	Oyster Strong System Digital Advertising
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	United Sorghum Checkoff Program (USCP)	The Sandbox Agency	Sorghumcheckoff.com
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Carbon Media Group	In House	AGDAILY.COM
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Illinois Soybean Association	Charleston Orwig, Inc.	Ilsoyadvisor.com Resource Website
47 Blogs	First	Case IH	Bader Rutter	Case IH Blog
47 Blogs	Merit	Rhea + Kaiser	In House	"Never Underestimate the Power of Women When Marketing to Farmers"
48 Social Media campaign directed to farmers, growers and ranchers	First	Purina Animal Nutrition	Filament Marketing	Purina Poultry Social Media Ecosystem
48 Social Media campaign directed to farmers, growers and ranchers	Merit	Case IH	Bader Rutter	Case IH Steiger Quadtrac Social Campaign
49 Social tactic - a specific activity	First	United Dairy Industry of Michigan	Hillstrom PR & RS+K Design	The Dairy Farmer's Gift
49 Social tactic - a specific activity	Merit	Purina Animal Nutrition	Filament Marketing	Oyster Strong System 30-Day Challenge
50 Smartphone Apps	First	Central Life Sciences	Celtic Chicago, Inc.	Starbar "Right Levels of Control" Web-based App
51 Other non-Smartphone Digital Media	First	Lallemand Animal Nutrition	Grade A Strategies, Inc.	Lallemand Forward Silage Handbook Ebooks
52 Interactive marketing tools	First	Farm Credit Mid-America	Colle+McVoy	Farm Credit Mid-America Insights Eblast Series
52 Interactive marketing tools	Merit	Zoetis	Bader Rutter	Pork MFA Resource Center

Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	Wisconsin Milk Marketing Board/Wisconsin Cheese	Shine United	The Cheese & Burger Society Presents Thrills & Grills
53 Company or Producer-Funded Advertising campaign directed to consumers	Merit	Wisconsin Milk Marketing Board, Inc.	Stephan & Brady, Inc.	Eat Dessert First Holiday Video Campaign
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	Wisconsin Milk Marketing Board, Inc.	Stephan & Brady, Inc.	Portrait of a Farmer Anthem Video
54 Company or Producer-Funded Advertising campaign element directed to consumers	Merit	WinField United	Colle+McVoy	"What if?" Animated Video - WinField Crop Adventure
55 Company or Producer-Funded PR campaign directed to consumers	First	Illinois Soybean Association	MorganMyers	Soy in the City PR Campaign
56 Company or Producer-Funded PR campaign element directed to consumers	First	Purina Animal Nutrition	Filament Marketing	5 reasons to feel good about farm fresh eggs
56 Company or Producer-Funded PR campaign element directed to consumers	Merit	Illinois Soybean Association	MorganMyers	Soy in the City Social Media

Category Name	Place	Company	Agency	Entry Title
57 Website directed to consumers	First	United Dairy Industry of Michigan	Hillstrom PR	Milk Means More Website
58 Social Media campaign directed to consumers	First	Michigan Apple Committee	Weber Shandwick	Show Us Your Apples Michigan Apple Committee
58 Social Media campaign directed to consumers	Merit	Illinois Farm Families	MorganMyers	Social Media Campaign Directed at Consumers

Specialty Audiences

59 Specialty advertising campaign	First	Purina Animal Nutrition	Filament Marketing	Purina® Organic Chicken Feed Launch
59 Specialty advertising campaign	Merit	Dow AgroSciences	Bader Rutter	Dandelion campaign for Defendor® specialty herbicide
60 Specialty PR campaign	First	Purina Animal Nutrition	Filament Marketing	Purina Poultry 2016 Public Relations campaign - With you at every step
60 Specialty PR campaign	Merit	Zoetis	Bader Rutter	Guess the Weight Sweepstakes for EQStable
61 Specialty campaign elements - single or series	First	Zoetis	Bader Rutter	"Four Times More" print ad, online ads, website
61 Specialty campaign elements - single or series	Merit	Purina Animal Nutrition	Filament Marketing	Adopted Horses: A Second Chapter

Best of Show

Ag. Audiences - Advertising

Multimedia Campaigns - National
Lallemand Animal Nutrition
Grade A Strategies, Inc.
Levucell SC SARA Campaign

Ag. Audiences - Digital

Social Media campaign directed to farmers, growers and ranchers
Purina Animal Nutrition
Filament Marketing
Purina Poultry Social Media Ecosystem

Specialty Audiences

Specialty PR campaign
Purina Animal Nutrition
Filament Marketing
Purina Poultry 2016 Public Relations campaign - With you at every step

Ag. Audiences - Public Relations

New Release - Ag Media
Purina Animal Nutrition
Filament Marketing
Chickens in Schools: How You Can Help

Consumer Audiences

Company or Producer-Funder PR campaign to consumers
Illinois Soybean Association
MorganMyers
Soy in the City PR 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.