

Region IV Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Elanco	The Sandbox Agency	Denagard Pig Zero Campaign
1 Multimedia Campaigns-Local	Merit	Compeer Financial	Charleston Orwig, Inc.	Post-Launch Brand Awareness Advertising
2 Multimedia Campaigns-Regional	First	AgriGold	FLM Harvest	AgriGold's Be Bold. Go Gold. 2018 Campaign
2 Multimedia Campaigns-Regional	Merit	WinField United	Colle McVoy	WinField United: The Right Adjuvant Campaign
3 Multimedia Campaigns-National	First	Purina Animal Nutrition	Filament	Purina Flock Flock-Tober Event
3 Multimedia Campaigns-National	Merit	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	Who's Tough Now Advertising Campaign For Enlist Weed Control System
4 New Product Introduction	First	ABS Global	In House	ABS Global Launches Sexcel® Sexed Genetics
4 New Product Introduction	Merit	Kent Nutrition Group	Bader Rutter	Launch Campaign: Home Fresh® Feed
5 Spreads, single	First	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	Spread Ad: Intrepid Edge® Insecticide
5 Spreads, single	Merit	Pharmgate Animal Health	Grade A Strategies, Inc.	Pharmgate 2 Minute Ad
7 Single-page Ads, single	First	Illinois Soybean Association	Charleston Orwig, Inc.	Better Beans Are Coming To Your Neighborhood
7 Single-page Ads, single	Merit	Lallemand Biofuels & Distilled Spirits	Grade A Strategies, Inc.	TransFer RM 1-90 Ad
8 Single-page Ads, series	First	AgriGold	FLM Harvest	AgriGold's Be Bold. Go Gold. Letter One-Page Ad Series
8 Single-page Ads, series	Merit	Fastline Media Group, LLC	In House	FASTLINE.COM Re-Launch Campaign
9 Less-than-page Ads, single or series	First	Fastline Media Group, LLC	In House	FASTLINE.COM Re-Launch Campaign
9 Less-than-page Ads, single or series	Merit	Milk Products	Filament	The Whole Milk Truth Ad Series
10 Trade Ads, single or series	First	Purina Animal Nutrition	Filament	Purina Cattle Breeding Campaign Ad
10 Trade Ads, single or series	Merit	Hoard's Dairyman	Charleston Orwig, Inc.	"Supercows" Cow Judging Contest Teaser Ad
11 Unique Print Advertising	First	Purina Animal Nutrition	Filament	Purina Cattle Breeding Campaign False Front Cover
11 Unique Print Advertising	Merit	AgriGold	FLM Harvest	AgriGold's Be Bold. Go Gold. Targeted Publication Insert Series
12 Advertorials	First	Purina Animal Nutrition	Filament	"How A Co-Op Feeds Your Coop"
12 Advertorials	Merit	Illinois Soybean Association	MorganMyers	Meaty Markets Advertorial
13 Radio - Single	First	Purina Animal Nutrition	Filament	Purina's "Henpowerment" Radio Ad
13 Radio - Single	Merit	Wyffels Hybrids	O&H Brand Design	"Hashtag"
14 Radio - Series	First	Purina Animal Nutrition	Filament	Flock Strong Friday Radio Series
14 Radio - Series	Merit	Bayer	Rhea + Kaiser	Delaro "Raise The Bar" Radio Series
15 Television - Single or Series	First	Bayer	Rhea + Kaiser	Delaro "Raise The Bar" TV Commercial
15 Television - Single or Series	Merit	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	30 Second TV Spot: Quelex® Herbicide
16 Audiovisual Presentations directed to farmers, growers and ranchers	First	Illinois Soybean Association	Charleston Orwig, Inc.	Biodiesel By a Mile Video
16 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Purina Animal Nutrition	Filament	Purina® Beyond the Bag Video Series
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Illinois Soybean Association	MorganMyers	Pod To Plate Book Animation Video
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Boehringer Ingelheim - Cattle Division	broadhead.	Lockout Better Engineered Launch Video
18 Direct Mail-directed to farmers, growers and ranchers - flat	First	Forage Genetics International	Colle McVoy	Plant For The Future
18 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Forage Genetics International	Colle McVoy	Rain or Shine
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Beck's Hybrids	In House	Beck's Roundup Ready 2 Xtend Pop-Up Series

Category Name	Place	Company	Agency	Entry Title
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	Welcome Kit For Elite By Elevore Herbicide
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Dairyland Seed	Charleston Orwig, Inc.	Get Charged Up With Dairyland Seed
22 Billboards or other outdoor ads	First	Illinois Soybean Association	Charleston Orwig, Inc.	Peoria Citylink Bus Wrap
22 Billboards or other outdoor ads	Merit	Boehringer Ingelheim - Cattle Division	broadhead.	Better Engineered Elevator Wrap
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Wyffels Hybrids	O&H Brand Design, Jim Melzer & Tim Musta	Our Two Cents
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	WinField United	Colle McVoy	Answer Plot Insights Brochure
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Illinois Soybean Association	MorganMyers	Soybeans Contribute to the Illinois Economy
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Illinois Soybean Association	Charleston Orwig, Inc.	Doing Better Business. The Biodiesel Advantage/Biodiesel User Guide
25 Point-of-purchase materials	First	Purina Animal Nutrition	Filament	Flock-Tober Dealer Kit
25 Point-of-purchase materials	Merit	Precision Planting	In House	Point-Of-Purchase Materials
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	Edge Dairy Farmer Cooperative	Filament	Edge World Dairy Expo And Dairy Strong Presence
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Indiana Soybean Alliance & Indiana Corn Marketing Council	BLNKPG	"Thanks For The Hand" - Stakeholder Glove Mailer
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Ag Printers	In House	Kick Start Kit
28 Corporate Identity	First	AgReliant Genetics, LLC	BLNKPG	AgReliant Genetics & LG Seeds Office Branding
28 Corporate Identity	Merit	AgriFinancial	BLNKPG	The New AgriFinancial Services: AgFi
29 Advertising to agribusiness	First	National Agri-Marketing Association	Rhea + Kaiser	Region IV Best of NAMA Awards Show Creative Campaign
29 Advertising to agribusiness	Merit	Filament	In House	WWW.FILAMENTAG.COM - Filament Website

Agricultural Audiences - Public Relations

30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	The SCN Coalition c/o Dr. Sam Markell	MorganMyers	"Launching The SCN Coalition - A Public/Checkoff/Private Partnership"
30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	ABS Global	In House	ABS Global Launches Sexcel® Sexed Genetics
31 Media Relations	First	Mycogen Seeds	Bader Rutter	Launch of Unified Corn Silage
31 Media Relations	Merit	CoBank	Charleston Orwig, Inc.	CoBank Knowledge Exchange Media Relations
32 Public Affairs/Issues Management program	First	Illinois Farm Bureau	In House	Crop Protection Stewardship: It's In Your Hands
32 Public Affairs/Issues Management program	Merit	Illinois Soybean Growers	MorganMyers	RFS Action Alert
33 News or Feature Article-Trade Media	First	Nedap Livestock Management	Filament	Two Reasons Activity Monitoring Matters for Reproduction-Nedap Dairy
33 News or Feature Article-Trade Media	Merit	Land O'Lakes Animal Milk Products	Filament	5 Essential Calf Health Benchmarks - Land O'Lakes Animal Milk Products Company
34 Persuasive Writing	First	Purina Animal Nutrition	Filament	"Safe Eggs Start with Strong Shells" - Purina Backyard Flock
34 Persuasive Writing	Merit	Purina Animal Nutrition	Filament	"Farm Work is Diverse Source of Education"-Purina Swine
35 News Release-Ag Media	First	Purina Animal Nutrition	Filament	"Mystery Solved: Why Hens Stop Laying Eggs" Purina Backyard Flock
35 News Release-Ag Media	Merit	Purina Animal Nutrition	Filament	"Throw Your Calves a Weaning-Time Potluck" Management Tip Purina Cattle

Category Name	Place	Company	Agency	Entry Title
36 Events - Customer	First	Farm Credit Mid-America	Colle McVoy	Insights Conference: The Business Of Change In Agriculture Fields Of Opportunity
36 Events - Customer	Merit	Indiana Soybean Alliance	BLNKPG	
38 Events - Internal	First	Compeer Financial	Bader Rutter	"Rise Together" Annual Conference
38 Events - Internal	Merit	Rhea + Kaiser	In House	Rhea + Kaiser Recharge
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	First	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	Levee Talk Newsletter
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	Merit	Dairy Management Inc.	In House	Dairy Newsroom Feed
40 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	First	Syngenta	G&S Business Communications	Inside NK E-Newsletter
42 Company Publications - Internal	First	Syngenta	G&S Business Communications	The NK Way E-Newsletter
42 Company Publications - Internal	Merit	GROWMARK, Inc.	In House	SOURCE Magazine
43 Company Publications - Annual Reports	First	Compeer Financial	Charleston Orwig, Inc.	Compeer Financial Annual Report
43 Company Publications - Annual Reports	Merit	Foremost Farms USA	MorganMyers	"Controlling Our Destiny - 2017 Foremost Farms Annual Report"
44 Audio/Video Broadcast News	First	Purina Animal Nutrition	Filament	Dairy Ambassador Herd Video Series Purina Dairy
44 Audio/Video Broadcast News	Merit	Dairyland Seed	Charleston Orwig, Inc.	110 Years and Still Increasing Yields

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	Wyffels Hybrids Video Ads
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	WinField United	Colle McVoy	Put Your Money Where It's Worth It Digital Banners
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	GROWMARK, Inc.	Rhea + Kaiser	FS System Website
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	The SCN Coalition c/o Dr. Sam Markell	MorganMyers	Launching THESCNCOALITION.COM
47 Blogs	First	Illinois Soybean Association	Charleston Orwig, Inc.	ILSOYADVISOR Blog
48 Social Media campaign directed to farmers, growers and ranchers	First	Purina Animal Nutrition	Filament	Flock-Tober® Facebook Campaign - Purina Flock
48 Social Media campaign directed to farmers, growers and ranchers	Merit	Purina Animal Nutrition	Filament	Purina Cattle Facebook Page Launch
49 Social tactic - a specific activity	First	Teralytic	Rhea + Kaiser	Teralytic Social Campaign
49 Social tactic - a specific activity	Merit	Illinois Soybean Association	Charleston Orwig, Inc.	ILSOYADVISOR Push for 1,000 Twitter Campaign
52 Interactive marketing tools	First	Wyffels Hybrids	O&H Brand Design, Jim Melzer & Tim Musta	Independents Day Videos
52 Interactive marketing tools	Merit	The SCN Coalition c/o Dr. Sam Markell	MorganMyers	"How the Soybean Cyst Nematode Problem Evolved"

Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	Bill & Melinda Gates Foundation	Charleston Orwig, Inc.	ZERO by 40: Achieving ZERO Malaria By The Year 2040
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	Bill & Melinda Gates Foundation	Charleston Orwig, Inc.	ZERO by 40: Achieving ZERO Malaria By The Year 2040
55 Company or Producer-Funded PR campaign directed to consumers	First	Illinois Farm Families Coalition	MorganMyers	Influencer Engagement Campaign
55 Company or Producer-Funded PR campaign directed to consumers	Merit	Corteva Agriscience, Agriculture Division of DowDuPont	Bader Rutter	Indiana State Fair Featured Farmer Program
56 Company or Producer-Funded PR campaign element directed to consumers	First	Illinois Farm Families Coalition	MorganMyers	One State, One Plate, One Story: Farm-to-Table Foodie Dinner
56 Company or Producer-Funded PR campaign element directed to consumers	Merit	Illinois Soybean Association	MorganMyers	Soy In The City Tech + Food Dinner

Category Name	Place	Company	Agency	Entry Title
58 Social Media campaign directed to consumers	First	Illinois Beef Association	MorganMyers	Illinois Beef Month Promotion
58 Social Media campaign directed to consumers	Merit	Seaboard Foods - Prairie Fresh	Sullivan Higdon & Sink	Porky-Man Go Campaign
Specialty Audiences				
59 Specialty advertising campaign	First	Purina Animal Nutrition	Filament	Feed Greatness Challenge Facebook Advertising
60 Specialty PR campaign	First	Purina Animal Nutrition	Filament	Purina Flock-Tober PR Campaign
61 Specialty campaign elements - single or series	First	Purina Animal Nutrition	Filament	Purina Flock Chick Check-In Series
61 Specialty campaign elements - single or series	Merit	Elanco	The Sandbox Agency	Trifexis Passport To Protection

Best of Show

Ag. Audiences - Advertising

Radio - Series
Purina Animal Nutrition
Filament
Flock Strong Friday Radio Series

Ag. Audiences - Digital

Social Media campaign directed to farmers, growers and ranchers
Purina Animal Nutrition
Filament
Flock-Tober® Facebook Campaign - Purina Flock

Specialty Audiences

Specialty campaign elements - single or series
Purina Animal Nutrition
Filament
Purina Flock Chick Check-In Series

Ag. Audiences - Public Relations

Media Relations
Mycogen Seeds
Bader Rutter
Launch of Unified Corn Silage

Consumer Audiences

Company or Producer-Funded PR campaign directed to consumers
Illinois Farm Families Coalition
MorganMyers
Influencer Engagement 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 10-12, in Kansas City.