

Region IV Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	GROWMARK/FS Seed	The Flatland	FS Seed "InVISION Campaign"
1 Multimedia Campaigns-Local	Merit	Indiana Soybean Alliance & Indiana Corn Marketing Council (jointly-funded)	The Sandbox Agency	UpVest Indiana Campaign
2 Multimedia Campaigns-Regional	First	Cargill Animal Nutrition	Turnpike	Body by Ranger Campaign (Texas)
2 Multimedia Campaigns-Regional	Merit	Zoetis	Bader Rutter	"More to Gain" Feed Additive Solutions
3 Multimedia Campaigns-National	First	Purina Animal Nutrition	Filament	Purina Flock Flocktober Event
3 Multimedia Campaigns-National	Merit	Zoetis	Bader Rutter	BRD Solutions Launch
4 New Product Introduction	First	Cargill Animal Nutrition	Sullivan Higdon & Sink	Fescue EMT Launch Campaign
4 New Product Introduction	Merit	Purina Animal Nutrition	Filament	Purina All Season Cattle Nutrition Program
5 Spreads, single	First	Wyffels Hybrids	O&H Brand Design	Famous Seed Companies
5 Spreads, single	Merit	Compeer Financial	Melzer & Musta Charleston Orwig, Inc	Compeer Financial Identity Ad Spread
7 Single-page Ads, single	First	Wyffels Hybrids	O&H Brand Design Melzer & Musta	Wyffels Poster Ad - "Promise"
7 Single-page Ads, single	Merit	Forage Genetics International	Colle McVoy	United States of Alfalfa
8 Single-page Ads, series	First	Dairyland Seed	Charleston Orwig, Inc	Grower Testimonial Print Ad Series
8 Single-page Ads, series	Merit	Central Life Sciences	Celtic Chicago	Altosid® IGR Ad Campaign
9 Less-than-page Ads, single or series	First	Mazuri Exotic Animal Nutrition	Filament	Mazuri Ad Series
9 Less-than-page Ads, single or series	Merit	Lallemand Animal Nutrition	Grade A Strategies, Inc.	ProTernative Feedlot Print Ad
10 Trade Ads, single or series	First	Hoard's Dairyman	Charleston Orwig, Inc	"Game of Hoard's" Cow Judging Contest Teaser Ad
10 Trade Ads, single or series	Merit	Milk Products	Filament	Milk Products Calf Solutions Ad
11 Unique Print Advertising	First	Dow AgroSciences	Bader Rutter	West Texas Print Insert: PhytoGen® Cottonseed
11 Unique Print Advertising	Merit	Boehringer Ingelheim	broadhead.	Unbridle Your Potential - Print Gatefold
12 Advertorials	First	Central Life Sciences	Celtic Chicago	American Dairymen "Myth Buzz-ters"
12 Advertorials	Merit	Illinois Soybean Association	MorganMyers and Coleman Communications	Build that Barn Advertorial
13 Radio - Single	First	Case IH	Equity Creative	Case IH Livestock Weekend Warrior
13 Radio - Single	Merit	Kent Nutrition Group	Bader Rutter	Kent Fleet Poultry Products - Mom/Daughter
14 Radio - Series	First	Case IH	Equity Creative	Case IH Livestock Radio Campaign
14 Radio - Series	Merit	Farm Credit Mid-America	Exponent PR	Making Waves In Financial Knowledge
15 Television - Single or Series	First	Carbon Media Group	In House	CarbonTV: American Harvest: Next Generation (Season 2)
15 Television - Single or Series	Merit	Wyffels Hybrids	O&H Brand Design Melzer & Musta	Extra Large Pants
16 Audiovisual Presentations directed to farmers, growers and ranchers	First	GreenStone Farm Credit Services	MessageMakers	GreenStone Marketing
16 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Purina Animal Nutrition	Filament	An Inside Look At Rumen Microbes In Cows
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	GROWMARK, Inc.	Mary Auth Marketing & Public Relations Strategies	Energy 20/20 Opening And Closing Videos
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	WinField United	Colle McVoy	The Work Ahead Video

Category Name	Place	Company	Agency	Entry Title
18 Direct Mail-directed to farmers, growers and ranchers - flat	First	GROWMARK/FS Seed	The Flatland	FS Seed "Seed Bag Mailer"
18 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Zoetis	Bader Rutter	Direct Mail: DRAXXIN® 50%
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Purina Animal Nutrition	Filament	Purina Dairy Project Bullseye
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	WinField United	Colle McVoy	MAX-IN: Feed the Beast
20 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	Dow AgroSciences	Bader Rutter	Operation Clean Fields Scratch-off Mailer
20 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	Merit	Purina Animal Nutrition	Filament	Purina All Season Cattle Nutrition Program VIP Mailer
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Dow AgroSciences	Bader Rutter	Expect Faster Video Mailer
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Purina Animal Nutrition	Filament	Purina Cattle Accuration Hi-Fat Direct Mail
22 Billboards or other outdoor ads	First	Wyffels Hybrids	O&H Brand Design and Jim Melzer	Wyffels "Planted Here. Growing Here." Billboard
22 Billboards or other outdoor ads	Merit	Dow AgroSciences	Bader Rutter	"Flat-Out Better" Billboard: Phytogen Cottenseed
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Case IH	Equity Creative	Case IH 175th Anniversary Brochure
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Illinois Soybean Association	Charleston Orwig, Inc.	Illinois Soybean Farmers and Sustainability brochure
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Elanco	The Sandbox Agency	Product Portfolio Detailer
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Foremost Farms USA Cooperative	MorganMyers	Foremost Farms High School Graduate Employee Recruitment Brochure
25 Point-of-purchase materials	First	Forage Genetics International	Colle McVoy	Trait Talk: Retail Seller Kit
25 Point-of-purchase materials	Merit	Kent Nutrition Group	Bader Rutter	Dealer Kits for Inspire
26 Exhibits	First	Zoetis	Bader Rutter	2017 NCBA Booth
26 Exhibits	Merit	Case IH	Equity Creative	Case IH Tradeshow Exhibit
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Case IH	Equity Creative	Case IH 175th Anniversary VIP Gift Bag
28 Corporate Identity	First	Case IH	Equity Creative	Case IH 175th Anniversary Logo
28 Corporate Identity	Merit	AAEA The Agricultural Communicators Network	Rhea + Kaiser	AAEA Association Logo
29 Advertising to agribusiness	First	Hoard's Dairyman	Charleston Orwig, Inc	"Game of Hoard's" Cow Judging Contest Campaign
29 Advertising to agribusiness	Merit	Filament	In House	Filament Corporate Identity

Agricultural Audiences - Public Relations

30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Professional Dairy Producers	MorganMyers / USAgNet	Dairy AdvanCE PR Campaign
30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Illinois Soybean Association	Charleston Orwig, Inc.	ILSoyAdvisor Campaign
31 Media Relations	First	Farm Credit Mid-America	Exponent PR	In Tough Times, Knowledge is Wealth
31 Media Relations	Merit	Dow AgroSciences	Bader Rutter	Launch of Enlist One Herbicide
32 Public Affairs/Issues Management program	First	Illinois Soybean Association	MorganMyers	Legislative Briefing Packets

Category Name	Place	Company	Agency	Entry Title
33 News or Feature Article-Trade Media	First	Land O' Lakes Animal Milk Products Company	Filament	Mythbusting Calf Nutrition
33 News or Feature Article-Trade Media	Merit	Purina Animal Nutrition	Filament	Three Trimesters That Last A Lifetime
34 Persuasive Writing	First	Illinois Soybean Association	MorganMyers	The Vital Role Of U.S. Transportation Infrastructure In Moving Agriculture Forward
34 Persuasive Writing	Merit	Purina Animal Nutrition	Filament	Lawn & Garden Tip: Get Chickens
35 News Release-Ag Media	First	Case IH	Bader Rutter	Case IH Rethink Productivity News Release
35 News Release-Ag Media	Merit	Purina Animal Nutrition	Filament	Mythbusters: Debunking 4 Cattle Mineral Misconceptions
36 Events - Customer	First	Precision Planting	In House	Customer Events
36 Events - Customer	Merit	Purina Animal Nutrition	Filament	Purina Flock 2017 Chick Days Events
37 Events - Media	First	Compeer Financial	Charleston Orwig, Inc.	Compeer Financial Media Event
37 Events - Media	Merit	GROWMARK, Inc.	In House	FS Applicator Simulator Media Event
38 Events - Internal	First	Illinois Soybean Association	MorganMyers	Illinois Soybean Association Transportation Network Involvement (TNI) Tour
38 Events - Internal	Merit	Illinois Soybean Association	MorganMyers	Illinois Soybean Association Chicago Office Open House
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	First	Case IH	Bader Rutter	Case IH Monthly Customer E-newsletter
39 Company and Association newsletters - External - directed to farmers, growers and ranchers	Merit	Farm Credit Mid-America	Exponent PR	Farm Credit Monthly: Ag Finance in Your Inbox
40 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	First	Wisconsin Milk Marketing Board	Stephan & Brady, Inc.	What's New from Wisconsin
41 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	Compeer Financial	In House	Cultivate
42 Company Publications - Internal	First	GROWMARK, Inc.	In House	SOURCE Magazine
43 Company Publications - Annual Reports	First	GEA	Filament	GEA Milking Intelligence Book
43 Company Publications - Annual Reports	Merit	Foremost Farms USA Cooperative	MorganMyers	The Road to Excellence; Foremost Farms USA 2016 Annual Report
44 Audio/Video Broadcast News	First	Michigan Farm Bureau - Farm News Media	In House	"Loads Of Hope" - Fire In The Flint Hills And Ag Community Relief's Response
44 Audio/Video Broadcast News	Merit	Michigan Farm Bureau - Farm News Media	In House	Farming A Slam Dunk For Spartan Basketball Walk-On Matt Van Dyk

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Precision Planting	Brighton Agency	Vdrive Ad
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Dow AgroSciences	Bader Rutter	Farmkour Campaign For Quelex® Herbicide
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Central Life Sciences	Celtic Chicago	Centrallifesciencetraining.com
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Syngenta	G&S Business Communications	Pest Patrol Program Alerts Southern Growers To Outbreaks
47 Blogs	First	Illinois Soybean Association	Charleston Orwig, Inc	lsoyadvisor.com Blog
47 Blogs	Merit	Rhea + Kaiser	In House	Marketingtofarmers.com - Social & Mobile Blogs
48 Social Media campaign directed to farmers, growers and ranchers	First	Purina Animal Nutrition	Filament	Purina Flock Social Media Ecosystem

	Category Name	Place	Company	Agency	Entry Title
48	Social Media campaign directed to farmers, growers and ranchers	Merit	Wisconsin Milk Marketing Board / Wisconsin Cheese	Shine United	All Hail The Winter Griller
49	Social tactic - a specific activity	First	Boehringer Ingelheim	broadhead.	Bovine Boyd, Sage Advice For A Healthier Herd
49	Social tactic - a specific activity	Merit	Purina Animal Nutrition	Filament	Cattle Showmanship Tips From The Experts
50	Smartphone Apps	First	Precision Laboratories	In House	Mix Tank App Upgrades
50	Smartphone Apps	Merit	GROWMARK, Inc.	In House	GROWMARK Publications
51	Other non-Smartphone Digital Media	First	Zoetis	Bader Rutter	Dairy Wellness Outcomes App
52	Interactive marketing tools	First	Beck's	In House	A Planting Prayer
52	Interactive marketing tools	Merit	Compeer Financial	Charleston Orwig, Inc	Compeer Financial Transition Video

Consumer Audiences

53	Company or Producer-Funded Advertising campaign directed to consumers	First	Wisconsin Milk Marketing Board / Wisconsin Cheese	Shine United	"Enticement" Print Campaign
54	Company or Producer-Funded Advertising campaign element directed to consumers	First	Dairy Management, Inc.	Edelman	Undeniably Dairy: Dairy, Dairy, Dairy Video
54	Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Wisconsin Milk Marketing Board / Wisconsin Cheese	Shine United	Wisconsin Dairy Posters
55	Company or Producer-Funded PR campaign directed to consumers	First	Wisconsin Milk Marketing Board	Stephan & Brady, Inc.	2017 Dairy Days of Summer Campaign
55	Company or Producer-Funded PR campaign directed to consumers	Merit	Kinnard Farms	Hillstrom PR	Telling the Kinnard Farms Story
56	Company or Producer-Funded PR campaign element directed to consumers	First	Purina Animal Nutrition	Filament	"Pick Up Chicks at Purina Chick Days" Press Release
56	Company or Producer-Funded PR campaign element directed to consumers	Merit	Wisconsin Milk Marketing Board	Stephan & Brady, Inc.	Grate. Pair. Share.
57	Website directed to consumers	First	Illinois Farm Families	MorganMyers	Illinois Farm Families - Watch Us Grow Website
58	Social Media campaign directed to consumers	First	Zoetis	Bader Rutter	#1Vaccinated Campaign
58	Social Media campaign directed to consumers	Merit	Illinois Farm Families	MorganMyers	Illinois Farm Families - Local Farmers Campaign

Specialty Audiences

59	Specialty advertising campaign	First	Packers Sanitation Services, Inc. (PSSI)	Charleston Orwig, Inc	Redefine Clean Campaign
59	Specialty advertising campaign	Merit	Standard Process	Charleston Orwig, Inc	Standard Process Pup Club: Puppy Wellness Campaign
60	Specialty PR campaign	First	Zoetis	Bader Rutter	#1Vaccinated Campaign
60	Specialty PR campaign	Merit	Illinois Soybean Association	MorganMyers and Coleman Communications	Illinois Soybean Association Tuna Feed Research Results Campaign
61	Specialty campaign elements - single or series	First	PureCircle	Charleston Orwig, Inc	PureCircle® Supply Chain Infographic
61	Specialty campaign elements - single or series	Merit	Purina Animal Nutrition	Filament	Purina Flock Guide

Best of Show

Ag. Audiences - Advertising

Point-of-purchase materials
Forage Genetics International
Colle McVoy
Trait Talk: Retail Seller Kit

Ag. Audiences - Digital

Interactive marketing tools
Beck's
In House
A Planting Prayer

Specialty Audiences

Specialty advertising campaign
Packers Sanitation Services, Inc. (PSSI)
Charleston|Orwig, Inc
Redefine Clean Campaign

Ag. Audiences - Public Relations

Audio/Video Broadcast News
Michigan Farm Bureau - Farm News Media
In House
"Loads Of Hope" - Fire In The Flint Hills And Ag Community Relief's Response

Consumer Audiences

Company or Producer-Funded Advertising campaign element directed to consumers
Dairy Management, Inc.
Edelman
Undeniably Dairy: Dairy, Dairy, Dairy Video

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.