

Region V Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Syngenta	Martin Williams	Acuron Trade Show Campaign
1 Multimedia Campaigns-Local	Merit	Horizon Ag	Brighton Agency	Horizon Ag FY 17 Campaign
2 Multimedia Campaigns-Regional	First	Valent U.S.A.	Archer Malmo	Valor EZ "Liquid Lion" Campaign
2 Multimedia Campaigns-Regional	Merit	Firestone Ag	broadhead.	Firestone Ag's "Farm Hard" Multimedia Campaign
3 Multimedia Campaigns-National	First	AMVAC Chemical Corporation	Archer Malmo	SIMPAS - Apply What You Need, Only Where You Need It Campaign
4 New Product Introduction	First	Valent U.S.A.	Archer Malmo	Valor EZ "Liquid Lion" Campaign
4 New Product Introduction	Merit	Syngenta	Martin Williams	Talinor New Product Launch Campaign
5 Spreads, single	First	Boehringer Ingelheim	broadhead.	How much weight are you leaving behind?
5 Spreads, single	Merit	Nufarm Americas, Inc.	AdFarm	Panther Pro Spread Ad
6 Spreads, series	First	Firestone Ag	broadhead.	Firestone Farm Hard Spread Ads
7 Single-page Ads, single	First	Bayer	Rhea + Kaiser	Stoneville Campaign "Inner Strength" Print Ad
7 Single-page Ads, single	Merit	Valent U.S.A.	Archer Malmo	Valor EZ "Liquid Lion" Campaign
8 Single-page Ads, series	First	Firestone Ag	broadhead.	Firestone Farm Hard Single Page Ads
8 Single-page Ads, series	Merit	Boehringer Ingelheim	Sullivan Higdon & Sink	EPRINEX Print Ads
9 Less-than-page Ads, single or series	First	DuPont Crop Protection	The Lacek Group	Push Tough Weeds Out of the Picture - Cover and Ear Banners
10 Trade Ads, single or series	First	Zoetis	Bader Rutter	Print Ad for Poulvac® E.coli
10 Trade Ads, single or series	Merit	Tyson Fresh Meats, Inc.	Midan Marketing	Tyson Brand Solutions
11 Unique Print Advertising	First	DuPont Crop Protection	The Lacek Group	Act Now to Multiply Your Money - Cover
11 Unique Print Advertising	Merit	BASF	PERISCOPE	Engenia® Herbicide Post-Registration Brochure
13 Radio - Single	First	Bayer	Rhea + Kaiser	Stoneville "Inner Strength"
15 Television - Single or Series	First	Valent U.S.A.	Archer Malmo	Valor EZ "Liquid Lion" :30
15 Television - Single or Series	Merit	Firestone Ag	broadhead.	"Lullaby" and "Driving" TV Spots
16 Audiovisual Presentations directed to farmers, growers and ranchers	First	CHS Inc.	Martin Williams	"You Never Farm Alone" Video
16 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Syngenta	G&S Business Communications	Halex GT Legacy Video
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	AMVAC Chemical Corporation	Archer Malmo	Simpas - Prescriptively Target Field Problems Video
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Syngenta	G&S Business Communications	Trivapro 360° Virtual Field Tour
18 Direct Mail-directed to farmers, growers and ranchers - flat	First	Monsanto	Brighton Agency	Warrant Brands Direct Mailer
18 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	AMVAC Chemical Corporation	Archer Malmo	SIMPAS - Farm Progress Show Direct Mailers
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Syngenta	Martin Williams	Trivapro Performance Video Direct Mail
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Monsanto	Brighton Agency	Deltapine "Class of 18" Candidate Mailing
20 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	DuPont Crop Protection	The Lacek Group	Make Resistant Weeds Disappear
20 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	Merit	Boehringer Ingelheim	Sullivan Higdon & Sink	LONGRANGE Vet Clinic Training

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21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Valent U.S.A.	Archer Malmo	Valor EZ "Liquid Lion" Campaign
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Syngenta	G&S Business Communications	Force Evo Video Brochure: An Evolution in Liquid Corn Insecticides
22 Billboards or other outdoor ads	First	Syngenta	Martin Williams	Acuron Out-of-Home
22 Billboards or other outdoor ads	Merit	Horizon Ag	Brighton Agency	Horizon Ag "Thank You" Billboard
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Bayer	Rhea + Kaiser	2018 Bayer Cotton/Soy Variety Catalog
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Zoetis	Bader Rutter	Broiler Brochure for Poulvac® E.coli
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Monsanto	Brighton Agency	Roundup Ready Xtend Crop System VR Google Cardboard
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	US Wheat Associates	Charleston Orwig, Inc.	US Wheat 3D Folder and Crop Quality Report
25 Point-of-purchase materials	First	Syngenta	G&S Business Communications	Trivapro Fungicide Point of Purchase Display
25 Point-of-purchase materials	Merit	DuPont Crop Protection	Exponent PR	Seeing is Believing Fungicide Infographics
26 Exhibits	First	Boehringer Ingelheim	Sullivan Higdon & Sink	DCHA Tradeshow Items
26 Exhibits	Merit	Firestone Ag	broadhead.	Firestone Ag's 2017 Farm Progress Tradeshow Booth Signage & Historical Video
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Syngenta	G&S Business Communications	Minecto Pro Insecticide Dartboard
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	DuPont Crop Protection	The Lacek Group	Let's Find New Ways to Stay in Touch
28 Corporate Identity	First	Horizon Ag	Brighton Agency	Horizon Ag Logo Redesign
28 Corporate Identity	Merit	Archer Malmo	In House	The Combine Logo

Agricultural Audiences - Public Relations

30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Syngenta	G&S Business Communications	FarmHer: Celebrating Women in Ag
30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	DuPont Crop Protection	Exponent PR	Feeding the World - It Starts With an Acre
31 Media Relations	First	DuPont Crop Protection	Exponent PR	Feeding the World - It Starts With an Acre
31 Media Relations	Merit	Zoetis	Bader Rutter	NCBA Media Relations
32 Public Affairs/Issues Management program	First	Syngenta	G&S Business Communications	National Pollinator Week Multi-Stakeholder Awareness and Educational Campaign
33 News or Feature Article-Trade Media	First	Syngenta	G&S Business Communications	Millennial Myths Debunked
33 News or Feature Article-Trade Media	Merit	DuPont Crop Protection	Exponent PR	Corn & Soybean Digest Series
35 News Release-Ag Media	First	Valent U.S.A.	Archer Malmo	Valor EZ Herbicide Announcement
35 News Release-Ag Media	Merit	Monsanto	Brighton Agency	Deltapine "Class of 17" News Release
36 Events - Customer	First	Zoetis	Bader Rutter	2017 American Association of Equine Practitioners Convention and Trade Show Booth: Zoetis Equine
36 Events - Customer	Merit	Zoetis	Bader Rutter	2017 IPPE Presence
37 Events - Media	First	Syngenta	G&S Business Communications	2016 Syngenta Media Summit: A North American Perspective

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37 Events - Media	Merit	Willmar Fabrication	Brighton Agency	Willmar Online Press Conference - Getting the Drift on Drift Control
38 Events - Internal	First	Valent U.S.A.	Archer Malmo	Valent Midwest Agricultural Research Center (MWARC) Grand Opening/Ribbon Cutting
40 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	First	DuPont Crop Protection	Exponent PR	Insights and Information for Southern Consultants and Retailers
41 Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	Syngenta	G&S Business Communications	Thrive Magazine
42 Company Publications - Internal	First	Zoetis	Bader Rutter	Bacon 'n' Eggs E-newsletter
44 Audio/Video Broadcast News	First	Craig Miller Productions	Golin	"Peanuts: The Crop of Now" (Produced for the National Peanut Board)
44 Audio/Video Broadcast News	Merit	Syngenta	G&S Business Communications	Halex GT Legacy Video

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	Valent U.S.A.	Archer Malmo	Valor EX "Liquid Lion" Campaign
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Boehringer Ingelheim	Sullivan Higdon & Sink	Longrange Brand Anthem
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	RDO Equipment CO	Team SI	RDO Equipment CO.
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	AgLaunch	Archer Malmo	The AgLaunch Website
47 Blogs	First	Monsanto - Deltapine	HLK	NPE Edge
48 Social Media campaign directed to farmers, growers and ranchers	First	Monsanto - Deltapine	HLK	Journey From Need to Seed - Product Social Videos
48 Social Media campaign directed to farmers, growers and ranchers	Merit	Boehringer Ingelheim	Sullivan Higdon & Sink	Surehealth Facebook Page
49 Social tactic - a specific activity	First	DuPont Crop Protection	Exponent PR	Finding Foliar Health Solutions Through Facebook Live
49 Social tactic - a specific activity	Merit	Firestone Ag	broadhead.	FFA Day Post
50 Smartphone Apps	First	DuPont Crop Protection	Exponent PR	Dupont Evalio® Fieldpartner US App
50 Smartphone Apps	Merit	Syngenta	G&S Business Communications	The Weed IQ Quiz
51 Other non-Smartphone Digital Media	First	Mississippi Soybean Promotion Board	Osborn Barr	Soybean Variety Selector Tool
51 Other non-Smartphone Digital Media	Merit	Boehringer Ingelheim	Sullivan Higdon & Sink	Zactran Protocol Calculator
52 Interactive marketing tools	First	Zoetis	Bader Rutter	How Vaccines Work Video
52 Interactive marketing tools	Merit	Zoetis	Bader Rutter	Evolution of Flu Video

Consumer Audiences

54 Company or Producer-Funded Advertising campaign element directed to consumers	First	Agricenter International	Archer Malmo	Agricenter International Fundraising Video
55 Company or Producer-Funded PR campaign directed to consumers	First	National Watermelon Promotion Board	FLM Harvest	Use the Whole Watermelon
56 Company or Producer-Funded PR campaign element directed to consumers	First	National Watermelon Promotion Board	FLM Harvest	Use the Whole Watermelon Media Kit & Butchery Class
56 Company or Producer-Funded PR campaign element directed to consumers	Merit	Beef Farmers of Ontario	TACTIX Government Relations and Public Affairs	Beef Farmers of Ontario: Animal Transport Advocacy

Category Name	Place	Company	Agency	Entry Title
58 Social Media campaign directed to consumers	First	Southern Peanut Growers	FLM Harvest	America's PB Farmers
Specialty Audiences				
59 Specialty advertising campaign	First	Nufarm Americas, Inc.	Archer Malmo	Pinpoint Fungicide Launch Campaign
60 Specialty PR campaign	First	Boehringer Ingelheim Animal Health	FLM Harvest	Lyme Disease, Spotted Fever, and...Red Meat Allergy?: Rediscovering the Lone Star Tick
61 Specialty campaign elements - single or series	First	Syngenta	Martin Williams	Golf Industry Show - Agronomic Programs From the Ground Up
61 Specialty campaign elements - single or series	Merit	Nufarm Americas, Inc.	Archer Malmo	Pinpoint Fungicide - "Pinpoint the Threat of Dollar Spot" 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.