

Region VI Best of NAMA Winners

Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
2 Multimedia Campaigns-Regional	First	DuPont Pioneer	The Lacek Group	Pioneer® Brand Plenish High Oleic Soybeans
2 Multimedia Campaigns-Regional	Merit	FMC	FLM+	Ethos XB Insecticide/Fungicide Campaign
3 Multimedia Campaigns-National	First	DuPont Pioneer	The Lacek Group	World Record David Hula NCGA Campaign
4 New Product Introduction	First	Zoetis	Charleston Orwig, Inc.	CLARIFIDE Plus Product Launch
4 New Product Introduction	Merit	Provimi	J2 Henry, LLC	Vital ME 160 Launch Campaign
5 Spreads, single	First	DuPont Pioneer	The Lacek Group	Pioneer® Brand Soybeans: Locally Proven
5 Spreads, single	Merit	DuPont Pioneer	The Lacek Group	With You from the Word Go
6 Spreads, series	First	DuPont Pioneer	The Lacek Group	Pioneer® Brand Corn Products Print Ads
7 Single-page Ads, single	First	Ohio Soybean Council	FLM+	Investor Communication Ads
7 Single-page Ads, single	Merit	United Suppliers	Swanson Russell	Hit the Mark with Downdraft Adjuvant Ad
8 Single-page Ads, series	First	Seed Consultants	FLM+	Money In, Corn Out Ads
8 Single-page Ads, series	Merit	DuPont Pioneer	The Lacek Group	Pioneer® Brand Grome Technology Print Ads
11 Unique Print Advertising	First	FMC	Swanson Russell	Preemptor SC Magazine Insert
11 Unique Print Advertising	Merit	FMC	FLM+	4-Page Grape Insert
13 Radio - Single	First	Verdesian Life Sciences	FLM+	World's Smartest Man
14 Radio - Series	First	Seed Consultants	FLM+	Early Order Radio
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	American Dairy Association North East	LP&M Advertising	"Chocolate Milk - Give Kids A Choice!" Video
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	FMC	FLM+	Freedom To Grow Opening Video
18 Direct Mail-directed to farmers, growers and ranchers - flat	First	Advanced Biological Marketing	Brand It Marketing Communications	SabrEx for Wheat/Cereals Mailer
18 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	FMC	FLM+	Rhyme Direct Mail
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	FMC	Swanson Russell	Topguard Direct Mail
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Advanced Biological Marketing	Brand It Marketing Communications	Trichoderma Takes a Little Digging
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	FMC	Swanson Russell	Preemptor SC Direct Mail
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® Home Garden FMO Fact Sheet
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Arm & Hammer Animal Nutrition	Charleston Orwig, Inc.	DCAD Balancing Brochure
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Monsanto Vegetable Seeds	Paradowski Creative	De Ruitter® Product Catalog

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24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	FMC	Swanson Russell	Soybean Arsenal Kit
26 Exhibits	First	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® Home Garden Booth (Cultivate16 Tradeshow)
26 Exhibits	Merit	DuPont Pioneer	The Lacek Group and Coppinger Exhibits	DuPont Pioneer 2016 Commodity Classic Booth

Agricultural Audiences - Public Relations

31 Media Relations	First	Afimilk Ltd.	LP&M Advertising	Afimilk In-Line Milk Lab Press Kit for WAE
32 Public Affairs/Issues Management program	First	Syngenta	G&S Business Communications	U.S. Energy Independence Day
33 News or Feature Article-Trade Media	First	Balchem Animal Nutrition & Health	Tanbark Consulting	The Face Of A Sustainable Industry
33 News or Feature Article-Trade Media	Merit	Arm & Hammer Animal Nutrition	Charleston Orwig, Inc.	"Enhance Your Bovine Employees" Placed Editorial
34 Persuasive Writing	First	Syngenta	G&S Business Communications	U.S. Energy Independence Day OpEd
36 Events - Customer	First	Illinois Soybean Association	FLM+	Illinois Soybean Association: Soy 2020
40 Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	First	Provimi	In House	Provimi Dairy Newsletter

Agricultural Audiences - Digital

45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	FMC	Swanson Russell	Solstice Herbicide
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Arm & Hammer Animal Nutrition	Charleston Orwig, Inc.	CELMANAX "Every Nickel Counts" Digital Advertising Campaign
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Ohio Soybean Council	FLM+	Ohio Soybean Rewards Website
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Arm & Hammer Animal Nutrition	Charleston Orwig, Inc.	Arm & Hammer Animal Nutrition Global Website
48 Social Media campaign directed to farmers, growers and ranchers	First	Conewango Products Corporation	LP&M Advertising	Conewango Extreme Barn Makeover Promotion
49 Social tactic - a specific activity	First	Select Sires	Herdmark Media	When A Champion Is Born
49 Social tactic - a specific activity	Merit	Heimer Hampshires	Herdmark Media	Every Drive
50 Smartphone Apps	First	Tiger-Sul	In House	Tiger-Sul Nutrient Calculator
50 Smartphone Apps	Merit	U.S. Grains Council	Charleston Orwig, Inc.	U.S. Grains Council Conversation Calculator App
52 Interactive marketing tools	First	Arm & Hammer Animal Nutrition	Charleston Orwig, Inc. & Trigger Studios	CELMANAX Video Animation
52 Interactive marketing tools	Merit	Tarter Farm and Ranch Equipment	Advantage Agri-Marketing Service	Tarter Farm and Ranch Equipment: Monthly Email Newsletter Marketing

Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	Southeast United Dairy Industry Association	LP&M Advertising	The Nutrients of Concern
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	American Dairy Association North East	LP&M Advertising	School Breakfast Mailer

Category Name	Place	Company	Agency	Entry Title
55 Company or Producer-Funded PR campaign directed to consumers	First	U.S. Apple Association	Harvest PR & Marketing	Apples for Education: Buy an Apple, Help a Student
56 Company or Producer-Funded PR campaign element directed to consumers	First	U.S. Apple Association	Harvest PR & Marketing	"Apples for Every Season" Brochure
56 Company or Producer-Funded PR campaign element directed to consumers	Merit	National 4-H Council	Osborn Barr	4-H Grows Here Video Series
57 Website directed to consumers	First	Kalmbach Feeds Inc.	Wilt Public Relations	Feed Your Flocks
57 Website directed to consumers	Merit	American Dairy Association North East	LP&M Advertising	American Dairy Association North East Outreach Program
58 Social Media campaign directed to consumers	First	U.S. Highbush Blueberry Council	PadillaCRT	Little Changes For A Healthy New Year
58 Social Media campaign directed to consumers	Merit	U.S. Apple Association	Harvest PR & Marketing	#APPLES4ED

Specialty Audiences

59 Specialty advertising campaign	First	Virbac Animal Health	Circa Healthcare	Sentinel Spectrum Just Like You Campaign
59 Specialty advertising campaign	Merit	Boehringer Ingelheim Vetmedica, Inc.	Circa Healthcare	ULTRA Hybrid Transforming Protection Campaign
61 Specialty campaign elements - single or series	First	Boehringer Ingelheim Vetmedica, Inc.	FLM+	Elevating the Pet Blogger Conversation

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.