

# Region II Best of NAMA Winners

## Agricultural Audiences - Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	Bayer	Rhea + Kaiser	FiberMax Campaign - Genes
1 Multimedia Campaigns-Local	Merit	Limagrain Cereal Seeds	Toolbox Creative	LCS Chrome Identity
2 Multimedia Campaigns-Regional	First	Propane Education & Research Council	Swanson Russell	Propane Can Do That Campaign
2 Multimedia Campaigns-Regional	Merit	DuPont Pioneer	The Lacek Group	Pioneer® Brand Qrome® Technology Auction Campaign
3 Multimedia Campaigns-National	First	Phibro Animal Health Corporation	Brighton Agency	Phibro Cellerate Yeast Solutions Launch
3 Multimedia Campaigns-National	Merit	Monsanto	Brighton Agency	Roundup Ready Xtend Crop System Multimedia Campaign
4 New Product Introduction	First	Bayer Animal Health	ghg   greyhealth group	Which Came First? Adult Lice or Eggs Clean-Up II Campaign
4 New Product Introduction	Merit	Cargill Animal Nutrition	Sullivan Higdon & Sink	Reloader 250 Mineral Bolus SureShot Campaign
5 Spreads, single	First	DuPont Pioneer	The Lacek Group	DuPont Pioneer "Mainstreet" Print Ad
5 Spreads, single	Merit	Monsanto - Acceleron Seed Applied Solutions	HLK	NemaStrike 2-Page Spread
6 Spreads, series	First	KOCH Agronomic Services, LLC	Woodruff	AGROTAIN Print Ad Spread
6 Spreads, series	Merit	Monsanto	Brighton Agency	Roundup Ready Xtend Crop System Soybean Spread Ad Series
7 Single-page Ads, single	First	Cargill Animal Nutrition	Sullivan Higdon & Sink	Fescue EMT Print Ad
7 Single-page Ads, single	Merit	Reinke Manufacturing	Swanson Russell	ReinCloud - One With Your Field
8 Single-page Ads, series	First	Marrone Bio Innovations	Osborn Barr	Bio With Bite
8 Single-page Ads, series	Merit	Cargill Animal Nutrition	Turnpike	Ranger Limiter Technology "Body by Ranger" Advertising Series
9 Less-than-page Ads, single or series	First	DSM	Sage	Victus - Turn Up The Heat
9 Less-than-page Ads, single or series	Merit	Capital Farm Credit	Archer Malmo	Together We're Better Farmer & Rancher Fractional Print Campaign
10 Trade Ads, single or series	First	Bayer Animal Health	ghg   greyhealth group	2017 Baytril® 100 Trade Ad
10 Trade Ads, single or series	Merit	Bayer Animal Health	ghg   greyhealth group	2017 Zelnote® Trade Ad
11 Unique Print Advertising	First	Monsanto	The Sandbox Agency	Channel Commodity Classic Spinner Insert
11 Unique Print Advertising	Merit	DuPont Pioneer	The Lacek Group	DuPont Pioneer Farm Progress Show Gatefold - Illinois AgriNews Infographic Advertorial Series
12 Advertorials	First	Hallmarq	Sage	DuPont Sentrallas® and Travallas® Herbicides Advertorial Series
12 Advertorials	Merit	DuPont Crop Protection	Exponent PR	Propane Can Do That Radio Spot
13 Radio - Single	First	Propane Education & Research Council	Swanson Russell	Propane Can Do That Radio Spot
13 Radio - Single	Merit	Monsanto	The Sandbox Agency	VT Double Pro "Alien Invasion" Radio
14 Radio - Series	First	DuPont Pioneer	The Lacek Group	Pioneer® Brand Corn and Soybean Yield Hero Radio
14 Radio - Series	Merit	Capital Farm Credit	Archer Malmo	Together We're Better Radio Series
15 Television - Single or Series	First	John Deere	In House	John Deere 1025R Cab Tractor - "Room for 1"
15 Television - Single or Series	Merit	Bayer	Rhea + Kaiser	Fibermax TV - "Genes"
16 Audiovisual Presentations directed to farmers, growers and ranchers	First	Arysta LifeScience	Woodruff	Tepera/Tepera Plus Product Video
16 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	Crop Production Services, Inc.	Paradowski Creative	Dyna-Gro Seed Brand Video
17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Monsanto	Osborn Barr	National Sales Meeting Sizzle Reel

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17 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Monsanto - Acceleron Seed Applied Solutions	HLK	NemaStrike NSM Video
18 Direct Mail-directed to farmers, growers and ranchers - flat	First	Kruger Seeds	Brighton Agency	Kruger Seeds Harvest Campaign
18 Direct Mail-directed to farmers, growers and ranchers - flat	Merit	Monsanto	The Sandbox Agency	Channel Trial Offer Direct Mail
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	Arysta LifeScience	Woodruff	Rancona Seed Treatment Direct Mail
19 Direct Mail-directed to farmers, growers and ranchers - three dimensional	Merit	Boehringer Ingelheim	broadhead.	We're Throwing In The Towel On High-Dose Dewormers
20 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	Zoetis	Bader Rutter	Website Launch Communications
20 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	Merit	Bayer Animal Health	ghg   greyhealth group	2017 Welcome to Bayer Direct Mail
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Dow AgroSciences	Bader Rutter	Retailer Sales Kit For Enlist Duo® Herbicide
21 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	Merit	Monsanto	Brighton Agency	Acceleron® Seed Applied Solutions 2018 Dealer Kit
22 Billboards or other outdoor ads	First	Crop Production Services, Inc.	Paradowski Creative	Dyna-Gro Seed Brand Billboards
22 Billboards or other outdoor ads	Merit	Capital Farm Credit	Archer Malmo	Together We're Better Outdoor Campaign
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Monsanto	HLK	Channel Planting Guide
23 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Bayer	Rhea + Kaiser	2018 Bayer Cotton Variety Catalog
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Monsanto - Acceleron Seed Applied Solutions	HLK	NemaStrike Collateral
24 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Phibro Animal Health Corporation	Brighton Agency	Phibro Cellerate Yeast Solutions Pocket Brochures
25 Point-of-purchase materials	First	Monsanto	Brighton Agency	WestBred Certified Seed Campaign
25 Point-of-purchase materials	Merit	AgBiome Innovations	Woodruff	Howler Fungicide Packaging
26 Exhibits	First	Stone Seed	Brighton Agency	Stone Seed Farm Progress Show
26 Exhibits	Merit	Monsanto	The Sandbox Agency	Channel Farm Progress RFID Experience
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	DuPont Crop Protection	The Lacek Group	Size 'em Up. Clear 'em Out.
27 Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Boehringer Ingelheim	broadhead.	Kettle Pig
28 Corporate Identity	First	Monsanto Vegetable Seeds	Paradowski Creative	Seminis® and J&D Produce's "Honeysuckle Red Onion"
28 Corporate Identity	Merit	Monsanto Vegetable Seeds	Paradowski Creative	De Ruiter® Brand Refresh
29 Advertising to agribusiness	First	Rhea + Kaiser	In House	Rhea + Kaiser After the After-Party (Bringing NAMA a Taste of Chicago)/ABEF Fundraiser
29 Advertising to agribusiness	Merit	Sage	In House	Sage "Can't Stop the Feeling"

## Agricultural Audiences - Public Relations

30 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	National Cattlemen's Beef Association	In House	National Beef Quality Audit Outreach Campaign
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	<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
30	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Monsanto	Brighton Agency	WestBred Wheat Tips Articles
31	Media Relations	First	Bayer Animal Health	ghg   greyhealth group	Bayer Turns Insect Control Into More Than Just a Flyby for Producers - Fly Season Media Kit
31	Media Relations	Merit	Monsanto	Brighton Agency	WestBred National Wheat Yield Contest
32	Public Affairs/Issues Management program	First	Monsanto Vegetable Seeds - De Ruiter	HLK	De Ruiter Risk Management Plan
32	Public Affairs/Issues Management program	Merit	Missouri Corn Growers Association	Insight Marketing Design	Fighting Back
33	News or Feature Article-Trade Media	First	American Angus Association	In House	Rural America Rises: Tempered by Fire
33	News or Feature Article-Trade Media	Merit	Zoetis	Bader Rutter	Antibiotic Stewardship Means We Keep Doing the Right Things
35	News Release-Ag Media	First	Monsanto	Brighton Agency	NemaStrike Technology Farm Progress Show News Release
35	News Release-Ag Media	Merit	John Deere	Sage	John Deere Rolls Out Smarter S700 Combines & Front-End Equipment
36	Events - Customer	First	Bayer	Rhea + Kaiser	FiberMax One Ton Club Event
36	Events - Customer	Merit	Stoller USA	Archer Malmo	Stoller Learning Center
37	Events - Media	First	United Soybean Board	Osborn Barr	Soy Checkoff and Goodyear Announce Soy-Based Tire with Improved Traction
37	Events - Media	Merit	Stoller USA	Archer Malmo	Stoller Learning Center
38	Events - Internal	First	United Soybean Board	Osborn Barr	United Soybean Board 25th Anniversary Event
38	Events - Internal	Merit	Monsanto	The Sandbox Agency	Channel Seedsman Development: Seedsman Academy, Master Seedsman Summit and Seedsman Ignite
39	Company and Association newsletters - External - directed to farmers, growers and ranchers	First	Bayer	Rhea + Kaiser	FiberMax: The High Yielders
39	Company and Association newsletters - External - directed to farmers, growers and ranchers	Merit	Monsanto	The Sandbox Agency	Channel OnPoint Newsletter
40	Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	First	DuPont Crop Protection	Exponent PR	Arming Local Teams To Help Growers Succeed
40	Company and Association newsletters - External - directed to dealers, distributors, sales reps or veterinarians	Merit	Monsanto Vegetable Seeds - Seminis	HLK	Home Garden Email Series
41	Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	First	Farm Credit Bank of Texas	The Ag Agency, Farm Credit Bank of Texas	Landscapes Magazine
41	Company and Association magazines - External - directed to farm customers, prospects or others serving agribusiness	Merit	National Cattlemen's Beef Association	In House	National Cattlemen
42	Company Publications - Internal	First	Novus International, Inc.	In House	Swine Focus
42	Company Publications - Internal	Merit	Farm Credit Bank of Texas	The Ag Agency, Farm Credit Bank of Texas	CommonGround Employee Newsletter
43	Company Publications - Annual Reports	First	United Soybean Board	broadhead.	25th Anniversary Book
43	Company Publications - Annual Reports	Merit	National Cattlemen's Beef Association	In House	National Cattlemen Directions
44	Audio/Video Broadcast News	First	American Angus Association	In House	I Am Angus: Love at First Fright - Steve Mowry
44	Audio/Video Broadcast News	Merit	National Cattlemen's Beef Association	In House	NCBA's Cattlemen to Cattlemen

## 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	Boehringer Ingelheim	broadhead.	3Flex Kettle Pig Digital Banner Ads
45 Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	B&W Trailer Hitches	Scenic Road	Try
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Woodruff	In House	Woodruff Website
46 Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Propane Education & Research Council	Swanson Russell	Propane Can Do That Microsite
47 Blogs	First	Monsanto Vegetable Seeds - De Ruitter	HLK	Artificial Lighting
47 Blogs	Merit	Monsanto Vegetable Seeds - De Ruitter	HLK	Taking Tomatoes Beyond Brix
48 Social Media campaign directed to farmers, growers and ranchers	First	National Cattlemen's Beef Association	In House	Disaster Relief Efforts
48 Social Media campaign directed to farmers, growers and ranchers	Merit	National Cattlemen's Beef Association	In House	Social Media Campaign for Tax Reform
49 Social tactic - a specific activity	First	Monsanto - DEKALB/Asgrow	HLK	#Myfarmmyield
49 Social tactic - a specific activity	Merit	DeLaval	AdFarm	DeLaval - VMS Robotic Milker Facebook Ad Campaign
50 Smartphone Apps	First	John Deere	The Sandbox Agency	Virtual Combine
50 Smartphone Apps	Merit	Monsanto	Brighton Agency	Westbred Certified Seed App
52 Interactive marketing tools	First	John Deere	The Sandbox Agency	S700 Combine Immersion Experience
52 Interactive marketing tools	Merit	Zoetis	Bader Rutter	Next Generation Email Series

## Consumer Audiences

53 Company or Producer-Funded Advertising campaign directed to consumers	First	Monsanto	Paradowski Creative	"Give Back by Moving Forward" Modern Ag Campaign
53 Company or Producer-Funded Advertising campaign directed to consumers	Merit	Missouri State Fair	Callis Integrated Marketing	Come Home - 2017 Missouri State Fair Advertising Campaign
54 Company or Producer-Funded Advertising campaign element directed to consumers	First	Scenic Road	In House	Try: A Brand Film
54 Company or Producer-Funded Advertising campaign element directed to consumers	Merit	Monsanto	Paradowski Creative	Modern Ag Print Advertisements
56 Company or Producer-Funded PR campaign element directed to consumers	First	National Corn Growers Association	Charleston Orwig, Inc.	Sustainability and Demand Poster
57 Website directed to consumers	First	Monsanto	Paradowski Creative	Modern Ag Website
57 Website directed to consumers	Merit	Missouri State Fair	Callis Integrated Marketing	2017 Missouri State Fair Website
58 Social Media campaign directed to consumers	First	Moyer Beef (a JBS brand)	broadhead.	Fresh From the Farm

## Specialty Audiences

59 Specialty advertising campaign	First	Royal Canin USA	Brighton Agency	Eukanuba Puppy Campaign
59 Specialty advertising campaign	Merit	Royal Canin USA	Brighton Agency	That's a Eukanuba Dog Campaign
60 Specialty PR campaign	First	Diamond Pet Foods	Woodruff	Diamond Presents - Breakaway Siberians 2017
61 Specialty campaign elements - single or series	First	Royal Canin USA	Brighton Agency	Eukanuba Performance Games Event Branding
61 Specialty campaign elements - single or series	Merit	Royal Canin USA	Brighton Agency	Eukanuba "That's A Eukanuba Dog" Sell Sheet

## Best of Show

### Ag. Audiences - Advertising

Point of Purchase Materials

Monsanto

Brighton Agency

WestBred Certified Seed Campaign

### Ag. Audiences - Digital

Smartphone Apps

John Deere

The Sandbox Agency

Virtual Combine

### Specialty Audiences

Specialty PR campaign

Diamond Pet Foods

Woodruff

Diamond Presents - Breakaway Siberians 2017

### Ag. Audiences - Public Relations

Public Affairs/Issues Management Program

Monsanto Vegetable Seeds - De Ruiter

HLK

De Ruiter Risk Management Plan

### Consumer Audiences

Company or Producer-Funded Advertising campaign element  
directed to consumers

Scenic Road

In House

Try: A Brand Film

**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.