

Region VI Best of NAMA Winners

Agricultural Audiences - Advertising

	Category Name	Place	Company	Agency	Entry Title
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1	Multimedia Campaigns-Local	First	Merck Animal Health	AdFarm	Exzolt Product Launch
3	Multimedia Campaigns-National	First	DuPont Pioneer	The Lacek Group	DuPont Pioneer Fall 2017 Harvest Campaign
3	Multimedia Campaigns-National	Merit	ARM & HAMMER	Charleston Orwig, Inc.	#ScienceHearted Campaign
5	Spreads, single	First	FMC	FLM Harvest	Topguard EQ Spread Ad
5	Spreads, single	Merit	DuPont Pioneer	The Lacek Group	DuPont Pioneer "Lifelong" Print Ad
6	Spreads, series	First	Agri-Plastics Manufacturing	LP&M Advertising	Agri-Plastics Shelter Your Investment Series
6	Spreads, series	Merit	FMC	FLM Harvest	Authority Ambassador Spread Ad
7	Single-page Ads, single	First	Forage Genetics International	Colle McVoy	Room For More
7	Single-page Ads, single	Merit	Merck Animal Health	AdFarm	Exzolt Print Ad
8	Single-page Ads, series	First	DuPont Pioneer	The Lacek Group	DuPont Pioneer Print Ads
8	Single-page Ads, series	Merit	Cargill Animal Nutrition	Turnpike	Provimi Brand Campaign
9	Less-than-page Ads, single or	First	Ohio Soybean Council	FLM Harvest	"Soybean Rewards Ads"
9	Less-than-page Ads, single or	Merit	LP&M Advertising	In House	LP&M Advertising Dairy Princess
11	Unique Print Advertising	First	DuPont Pioneer	The Lacek Group	Pioneer® Brand A-Series Soybeans
11	Unique Print Advertising	Merit	Balchem Animal Nutrition & Health	Tanbark Consulting	The Celebration Continues December 2016 Cover Wrap
13	Radio - Single	First	Seed Consultants	FLM Harvest	"Time to Sharpen Your Pencil"
14	Radio - Series	First	DuPont Pioneer	The Lacek Group	DuPont Pioneer Sales Representative Testimonial Radio
14	Radio - Series	Merit	DuPont Pioneer	The Lacek Group AKC Marketing	DuPont Pioneer Forage Testimonial Radio
16	Audiovisual Presentations directed to farmers, growers and ranchers	First	Syngenta	G&S Business Communications	Enogen Roi Kiosk
17	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Merck Animal Health	AdFarm	Exzolt MOA Video
17	Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	Merit	Cargill Animal Nutrition	Brian Bousman - Digital Media Communication	Provimi Brand Promise Video
18	Direct Mail-directed to farmers, growers and ranchers - flat	First	McLanahan Corporation	LP&M Advertising	McLanahan Insomniac Farmer Mailer
18	Direct Mail-directed to farmers, growers and ranchers - flat	Merit	FMC	FLM Harvest	Topguard EQ Direct Mail
19	Direct Mail-directed to farmers, growers and ranchers - three dimensional	First	DuPont Pioneer	The Lacek Group	Pioneer® Brand Plenish® High Oleic Soybeans Direct Mail
20	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	American Dairy Association North East	LP&M Advertising	ADANE Graduation Slider Mailer
21	Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - three dimensional	First	Balchem Animal Nutrition & Health	Tanbark Consulting	KeyShure Summit VR Invitation
22	Billboards or other outdoor ads	First	Kalmbach Feeds Inc.	In House	Tribute Equine Nutrition - Semi-Trailer Wraps
23	Customer Brochures, Catalogs-farmer directed-1 or more elements	First	ARM & HAMMER	Charleston Orwig, Inc.	Power Messaging Sell Sheets
23	Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	ARM & HAMMER	Charleston Orwig, Inc.	New Product Detailers
24	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	Southeast United Dairy Industry Association	LP&M Advertising	SUDIA Summer Preview Brochure
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24	Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	The YARDS	Advantage Agri-Marketing Services	The YARDS Collateral Card
25	Point-of-purchase materials	First	DuPont Pioneer	The Lacek Group	Pioneer® Brand A-Series Soybeans Rep Poster
26	Exhibits	First	Balchem Animal Nutrition & Health	Tanbark Consulting	World Dairy Expo - Balchem Real Faces of Dairy
26	Exhibits	Merit	ARM & HAMMER	Charleston Orwig, Inc.	World Pork Expo
27	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	First	Balchem Animal Nutrition & Health	Tanbark Consulting	Real Faces of Dairy 2017 Calendar
27	Premiums/Specialties directed to farmers, growers, ranchers or others serving agribusiness	Merit	Advanced Biological Marketing	Brand It Marketing Communications	Corn is King Pop-Up Journal
28	Corporate Identity	First	Merck Animal Health	AdFarm	Merck Master Class Branding
28	Corporate Identity	Merit	Merck Animal Health	AdFarm	Cattle Fertility Logos
29	Advertising to agribusiness	First	Aimpoint	FLM Harvest	"It's a Jungle Out There"

Agricultural Audiences - Public Relations

30	Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	Agri-Plastics Manufacturing	LP&M Advertising	Hutches for Hope
31	Media Relations	First	FMC	FLM Harvest	PPO Stewardship PR Campaign
32	Public Affairs/Issues Management program	First	FMC	FLM Harvest	"Pyrethroid/Bifenthrin Registration Review Advocacy
33	News or Feature Article-Trade Media	First	ARM & HAMMER	Charleston Orwig, Inc.	Don't Let Mycotoxins Diminish Reproductive Performance
34	Persuasive Writing	First	Syngenta	G&S Business Communications	U.S. Energy Independence Day OpEd
35	News Release-Ag Media	First	ARM & HAMMER	Charleston Orwig, Inc.	Church & Dwight Acquires Agro Biosciences
36	Events - Customer	First	Kalmbach Feeds Inc.	In House	Kalmbach Feeds Agribusiness Conference
36	Events - Customer	Merit	Agricultural Retailers Association, with FMC	FLM Harvest	"Preparing for a Crisis"
37	Events - Media	First	Syngenta	G&S Business Communications	Puerto Rico Grand Re-Opening
39	Company and Association newsletters - External - directed to farmers, growers and ranchers	First	Syngenta	G&S Business Communications	Fueling Progress e-Newsletter
43	Company Publications - Annual Reports	First	Ohio Soybean Council	FLM Harvest	Ohio Soybean Council Investor Report
44	Audio/Video Broadcast News	First	Nutrients for Life Foundation	FLM Harvest	"Nutrients For Life: in the Classroom"
44	Audio/Video Broadcast News	Merit	FMC	FLM Harvest	The Minute Episode 35: New Seed Traits Best Management Strategies

Agricultural Audiences - Digital

45	Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	First	DuPont Pioneer	The Lacek Group	Pioneer® Brand A-Series Soybeans Digital Banners
45	Advertising on the Web - directed to farmers, ranchers or growers, and all others serving agriculture	Merit	Forage Genetics International	Colle McVoy	Planting for the Future of Alfalfa Digital Banners
46	Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	First	Tarter Farm and Ranch Equipment	Advantage Agri-Marketing Services	Tarter Farm and Ranch Equipment: Website
46	Internet Website - directed to farmers, ranchers or growers, and all others serving agribusiness	Merit	Merck Animal Health	AdFarm	Website - Exzolt.com
48	Social Media campaign directed to farmers, growers and ranchers	First	Syngenta	G&S Business Communications	"Syngenta Vegetable Seeds 150th Anniversary"
49	Social tactic - a specific activity	First	Skellerup USA	LP&M Advertising	Quatro Boots "Find Your Best Boot" Quiz Promotion
50	Smartphone Apps	First	Kalmbach Feeds Inc.	Bonfire Red	Tribute Equine Nutrition - Mobile Website

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52	Interactive marketing tools	First	Nutrena Animal Feeds	Advantage Agri-Marketing Services	Nutrena Equine: Interactive Touchscreen Presentation
52	Interactive marketing tools	Merit	Zoetis	Charleston Orwig, Inc.	Sound Management and Breeding Decisions with Clarifide®

Agricultural Audiences - Digital

53	Company or Producer-Funded Advertising campaign directed to consumers	First	American Dairy Association North East	LP&M Advertising	ADANE Breakfast After the Bell Campaign
53	Company or Producer-Funded Advertising campaign directed to consumers	Merit	Partners for Healthy Watersheds	LP&M Advertising	Partners for Healthy Watersheds Campaign
54	Company or Producer-Funded Advertising campaign element directed to consumers	First	South Dakota Soybean Research & Promotion Council	FLM Harvest	Hungry for Truth Advertorial
54	Company or Producer-Funded Advertising campaign element directed to consumers	Merit	American Dairy Association North East	LP&M Advertising	ADANE Fuel Up to Play 60 Whiteboard Video
55	Company or Producer-Funded PR campaign directed to consumers	First	Kansas Pork Association, Ohio Pork Council, Wisconsin Pork Association	Shift-ology Communication	Virtual Farm Trip Video tours
55	Company or Producer-Funded PR campaign directed to consumers	Merit	North America Meat Institute on behalf of the Beef Checkoff	Streetmarc Advertising & Marketing LLC	Veal Summer Grilling Retail Promotion
56	Company or Producer-Funded PR campaign element directed to consumers	First	National Watermelon Promotion Board	FLM Harvest	Use the Whole Watermelon Blogger Campaign
56	Company or Producer-Funded PR campaign element directed to consumers	Merit	Kansas Pork Association, Ohio Pork Council, Wisconsin Pork Association	Shift-ology Communication	Virtual Farm Trip Video Tours
57	Website directed to consumers	First	Kalmbach Feeds Inc.	Bonfire Red	Tribute Equine Nutrition - Website - TributeEquineNutrition.com
58	Social Media campaign directed to consumers	First	U.S. Apple Association	FLM Harvest	"I Pack Apples for my Kids Because _____"
58	Social Media campaign directed to consumers	Merit	Ohio Soybean Council	Shift-ology Communication	Get Grilling, Ohio - Sear the Sooners Ultimate Tailgate Sweepstakes

Specialty Audiences

60	Specialty PR campaign	First	Boehringer Ingelheim	FLM Harvest	"Highlighting Boehringer Ingelheim's Client Focus with CLIENTOLOGY SM "
60	Specialty PR campaign	Merit	Boehringer Ingelheim	FLM Harvest	"A Decade of Difference: Celebrating 10 Years of Innovation in Canine Cardiology" PetShure Introduction
61	Specialty campaign elements - single or series	First	Balchem Animal Nutrition & Health	Tanbark Consulting	Bloodhorse Magazine "Full Circle" Advertisement
61	Specialty campaign elements - single or series	Merit	Margaux Farm	Advantage Agri-Marketing Services	Bloodhorse Magazine "Full Circle" Advertisement

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.