

# Region VI Best of NAMA Winners

## Advertising

Category Name	Place	Company	Agency	Entry Title
1 Multimedia Campaigns-Local	First	FMC Corporation	FLM+	Rovral Campaign
2 Multimedia Campaigns-Regional	First	FMC Corporation	FLM+	Capture LFR + Ascend : In-Furrow At Plant Program
2 Multimedia Campaigns-Regional	Merit	DuPont Pioneer	The Lacek Group	DuPont Pioneer NCGA - David Hula Campaign
3 Multimedia Campaigns-National	First	New Holland Agriculture	Charleston Orwig	SMART Campaign
3 Multimedia Campaigns-National	Merit	The Ohio State University Farm Science Review	Wilt Public Relations	2014 Farm Science Review Ad Campaign
4 New Product Introduction	First	Zoetis	Bader Rutter	"Too Much Metal" for HOOV-TEC Launch
4 New Product Introduction	Merit	McLanahan Corporation	In House	McLanahan Nutrient Separation System Product Launch
5 Producer or Company-funded advertising directed to consumers	First	United States Department of Agriculture, Animal and Plant Health Inspection Service, Legislative and Public Affairs	broadhead.	Asian Longhorned Beetle Awareness Campaign
5 Producer or Company-funded advertising directed to consumers	Merit	California Fig Advisory Board	Dairy Business Communications	Now In Season
6 Spreads, single	First	Arm & Hammer Animal Nutrition	Charleston Orwig	Transition Journey Ad-Print
6 Spreads, single	Merit	DuPont Pioneer	The Lacek Group	DuPont Pioneer T Series Soybeans "Bragging Rights"
8 Single-page Ads, single	First	DuPont Pioneer	The Lacek Group	DuPont Pioneer T Series Soybeans "Auger in Overdrive"
8 Single-page Ads, single	Merit	National Council of Farmer Cooperatives (NCFC)	FLM+ Public Affairs	NCFC Providing for America ad
9 Single-page Ads, series	First	FMC Corporation	FLM+	Rovral Ads
9 Single-page Ads, series	Merit	New Holland Agriculture	Charleston Orwig	SMART Campaign Print Advertising
12 Unique Print Advertising	First	Ohio Soybean Council	FLM+	Ohio Soybean Farmers Paid Print Campaign
12 Unique Print Advertising	Merit	DuPont Pioneer	The Lacek Group	DuPont Pioneer "Zip Code" Cover Wrap
14 Radio - Single	First	SFP®, A Verdesian Life Sciences Company	FLM+	Drone Radio Spot
15 Radio - Series	First	DuPont Pioneer	The Lacek Group	DuPont Pioneer "Subliminal " Corn, Soybean and Corn Silage Radio Ad Series
15 Radio - Series	Merit	New Holland Agriculture	Charleston Orwig	SMART Campaign Radio Advertising
16 Television - Single or Series	First	SFP®, A Verdesian Life Sciences Company	FLM+	"Keep N on Track" TV Spot
16 Television - Single or Series	Merit	New Holland Agriculture	Charleston Orwig	SMART Campaign Television Advertising
17 Audiovisual Presentations directed to farmers, growers and ranchers	First	Boehringer Ingelheim Vetmedica, Inc.	broadhead.	ToDay Info graphic Video
17 Audiovisual Presentations directed to farmers, growers and ranchers	Merit	DuPont Pioneer	The Lacek Group	Encirca View Video
18 Audiovisual Presentations directed to dealers, distributors, sales reps or others serving agribusiness	First	Advanced Biological Marketing	Brand It Marketing Communications	ABM Cool Bean
19 Advertising on the Web directed to farmers, growers, ranchers or others serving agriculture	First	New Holland Agriculture	Charleston Orwig	SMART Campaign Digital Advertising
19 Advertising on the Web directed to farmers, growers, ranchers or others serving agriculture	Merit	Arm & Hammer Animal Nutrition	Charleston Orwig	Arm & Hammer Animal Nutrition Banner Ads
20 Direct Mail-directed to farmers, growers and ranchers - flat	First	Conewango	LP&M Advertising	Conewango Cow iPad Mailer
22 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	First	New Holland Agriculture	Charleston Orwig	SMART Campaign Direct Mail

<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
22 Direct Mail-directed to dealers, distributors, sales reps or others serving agribusiness - flat	Merit	Zoetis	Bader Rutter	DRAXXIN Direct Mail
24 Billboards or other outdoor ads	First	United States Department of Agriculture, Animal and Plant Health Inspection Service, Legislative and Public Affairs	broadhead.	Spot the Beetle
24 Billboards or other outdoor ads	Merit	New Holland Agriculture	Charleston Orwig	SMART Campaign Outdoor Advertising
25 Customer Brochures, Catalogs-farmer directed-1 or more elements	First	Arm & Hammer Animal Nutrition	Charleston Orwig	Arm & Hammer Animal Nutrition Product Detailers
25 Customer Brochures, Catalogs-farmer directed-1 or more elements	Merit	Farmer Mac	FLM+	Farmer Mac Business Development Folder
26 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	First	New Holland Agriculture	Charleston Orwig	SMART Campaign Collateral Pieces
26 Brochures, catalogs, etc., directed to dealers, distributors, sales reps or others serving agribusiness-1 or more elements	Merit	Zoetis	Charleston Orwig	GeneMax Advantage Meeting in a Box
30 Corporate Identity	First	AgroChem, Inc.	LP&M Advertising	AgroChem Biosan Logo
31 Advertising to agribusiness	First	Remsberg Inc.	In House	Cows Plows and Proud
31 Advertising to agribusiness	Merit	LP&M Advertising	LP&M Advertising	Successful Agribusiness Grown Here

## Public Relations

<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
32 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	First	New Holland Agriculture	Charleston Orwig	\$100 Ideas
32 Overall PR Program - directed to farmers, growers, ranchers or others serving agribusiness	Merit	Driscoll's Berries	The Baddish Group	National Strawberry Shortcake Day
33 PR Program - Internal - directed to stakeholders or employees	First	Ohio Cattlemen's Association	Wilt Public Relations	Ohio Beef Check-off Campaign
34 Media Relations	First	Zoetis	Bader Rutter	IMPROVEST Media Relations
35 Public Affairs/Issues Management program	First	Illinois Soybean Association	FLM+	D.C. Biotechnology Round Table
35 Public Affairs/Issues Management program	Merit	4 R Nutrient Stewardship Certification Program--administered by Ohio AgriBusiness Association	Wilt Public Relations	4 R Nutrient Stewardship Certification Program
37 Producer or Company-Funded Public Relations campaigns - to consumers	First	United States Department of Agriculture, Animal and Plant Health Inspection Service, Legislative and Public Affairs	broadhead.	Asian Longhorned Beetle Awareness Campaign 2014
38 News or Feature Article-Trade Media	First	Arm & Hammer Animal Nutrition	Charleston Orwig	Arm & Hammer Nutrition " Ration 101: Dairy cows don't have crude protein requirements"
38 News or Feature Article-Trade Media	Merit	Arm & Hammer Animal Nutrition	Charleston Orwig	Arm & Hammer Animal Nutrition " Book Value's Don't Cut It"
39 News or Feature Article-Consumer Media	First	United States Department of Agriculture, Animal and Plant Health Inspection Service, Legislative and Public Affairs	broadhead.	Tree Check Month Feature Article
40 Persuasive Writing	First	U.S. Apple Association	Harvest PR & Marketing	Apple Soup - Better Than Snert
40 Persuasive Writing	Merit	Syngenta	Gibbs & Soell, Inc.	Food security and the agricultural disconnect: An Ag Day Challenge
41 News Release-Ag Media	First	Zoetis	Bader Rutter	Zoetis Breaks New Ground in Sustainable Pork Production
42 News Release-Consumer Media	First	U.S. Apple Association	Harvest PR & Marketing	"Crunch,Crunch,Goood!!: USApple Reports Savvy World Cup Announcers Fueled by Apples"
43 Events - Customer	First	Nebraska Soybean Board	FLM+	Bioproducts Homeshow

<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
44 Events - Media	First	United States Department of Agriculture, Animal and Plant Health Inspection Service, Legislative and Public Affairs	broadhead.	2014 Tree Check Month Satellite Media Tour
44 Events - Media	Merit	Syngenta	G&S Business Communications Charleston Orwig	Clinton Grand RE-Opening Event
51 Audio/Video - directed to trade or general consumer	First	Zoetis	Charleston Orwig	HD 50K Testimonial Series
51 Audio/Video - directed to trade or general consumer	Merit	ConjoStudios, LLC	In House	The Great American Wheat Harvest
52 Internet Website - directed to farmers, growers, ranchers or others serving agribusiness	First	New Holland Agriculture	Charleston Orwig	SMART Campaign Landing Page
54 Blogs	First	AgroChem, Inc.	LP&M Advertising	AgroChem Hoof Health Solutions Blog
54 Blogs	Merit	AGCO Corp.	Planit	AGCO Biomass Solutions Blog Page
56 Social Media	First	U.S. Apple Association	Harvest PR & Marketing	28 Days of Apple
56 Social Media	Merit	New Holland Agriculture	Charleston Orwig	SMARTCampaign YouTube Videos

## Specialty

<b>Category Name</b>	<b>Place</b>	<b>Company</b>	<b>Agency</b>	<b>Entry Title</b>
59 Specialty Advertising Campaign	First	Boehringer Ingelheim Vetmedica, Inc.	Circa Healthcare	"Everything a horse deserves" Vetera XP Launch Campaign
61 Companion Animal or Turf and Ornamental Campaign	First	Zoetis	Bader Rutter	Spring Equine Wellness Days Kit
61 Companion Animal or Turf and Ornamental Campaign	Merit	Zoetis	Bader Rutter	DORMOSEDAN® Gel Print Ad Series

**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 Feb. 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 2015 Agri-Marketing Conference, April 15-17, at the Sheraton Crown Center Hotel in Kansas City, Missouri.