



## Best of Show

### ADVERTISING

Monsanto & Brighton Agency  
Roundup Ready Xtend Crop System VR  
Google Cardboard

### DIGITAL

Valent USA & Archer Malmo  
Valor EZ "Liquid Lion" Campaign

### PUBLIC RELATIONS

DuPont & Exponent PR  
Feeding the World - It Starts With an Acre

### Consumer

Agricenter & Archer Malmo  
Agricenter International Fundraising Video

### Specialty

Nufarm Americas, Inc. & Archer Malmo  
Pinpoint Fungicide Video

## Chapter Highlights

**43** Chapter First Place

**27** Regional First Place

**25** Chapter Merit

**18** Regional Merit

### Special thanks to the 2017 Midsouth Best of NAMA committee:

Grace Fong, Laura Svec, Lesley  
Landry, Luella Sprout, Stephanie  
Stalans, Stacey Swain & Kyle Scott

# CONGRATULATIONS TO ALL OUR 2017 BEST OF NAMA WINNERS



★ Regional First

★ Regional Merit

Category	First Place	Merit
MULTIMEDIA CAMPAIGNS, LOCAL	★ Horizon AG & Brighton Agency	DuPont & The Lacek Group/Exponent PR
MULTIMEDIA CAMPAIGNS, REGIONAL	★ Valent USA & Archer Malmo	★ Firestone Ag & broadhead
MULTIMEDIA CAMPAIGNS, NATIONAL	★ AMVAC & Archer Malmo	
NEW PRODUCT INTRODUCTION	★ Valent USA & Archer Malmo	★ AMVAC & Archer Malmo
SPREADS, SINGLES	Valent USA & Archer Malmo	
SPREADS, SERIES	★ Firestone Ag & broadhead	
SINGLE PAGE ADS, SINGLE	★ Valent USA & Archer Malmo	Horizon Ag & Brighton Agency
SINGLE PAGE ADS, SERIES	★ Firestone Ag & broadhead	
LESS-THAN-PAGE ADS, SINGLE OR SERIES	★ DuPont & The Lacek Group	
UNIQUE PRINT ADVERTISING	★ DuPont & The Lacek Group	Monsanto & Brighton Agency
TELEVISION, SINGLE OR SERIES	★ Valent USA & Archer Malmo	★ Firestone Ag & broadhead
AUDIOVISUAL, DIRECTED TO FARMERS	Cotton Board & Archer Malmo	DuPont & Exponent PR
AUDIOVISUAL, DIRECTED TO DEALERS	★ AMVAC & Archer Malmo	
DIRECT MAIL, DIRECTED TO FARMERS, FLAT	★ Monsanto & Brighton Agency	AMVAC & Archer Malmo
DIRECT MAIL, DIRECTED TO FARMERS, 3D	★ Monsanto & Brighton Agency	
DIRECT MAIL, DIRECTED TO DEALERS, FLAT	★ DuPont & The Lacek Group	
DIRECT MAIL, DIRECTED TO DEALERS, 3D	★ Valent USA & Archer Malmo	DuPont & The Lacek Group
BILLBOARDS/OUTDOOR ADS	★ Horizon AG & Brighton Agency	Firestone Ag & broadhead
BROCHURES, DIRECTED TO DEALERS	★ Monsanto & Brighton Agency	Monsanto & Brighton Agency
POINT-OF-PURCHASE MATERIALS	★ DuPont & Exponent PR	DuPont & The Lacek Group
EXHIBITS	★ Firestone Ag & broadhead	Monsanto & Brighton Agency
PREMIUMS, DIRECTED TO FARMERS	★ DuPont & The Lacek Group	
CORPORATE IDENTITY	★ Horizon AG & Brighton Agency	★ Archer Malmo
OVERALL PR PROGRAM, DIRECTED TO FARMERS	★ DuPont & Exponent PR	AMVAC & Archer Malmo
MEDIA RELATIONS	★ DuPont & Exponent PR	
NEWS OR FEATURE ARTICLE, TRADE MEDIA	★ DuPont & Exponent PR	Monsanto & Brighton Agency
NEWS RELEASE, AG MEDIA	★ Valent USA & Archer Malmo	★ Monsanto & Brighton Agency
CUSTOMER EVENTS	DuPont & Exponent PR	Monsanto & Brighton Agency
EVENTS - MEDIA	★ Wilmar & Brighton Agency	AMVAC & Archer Malmo
EVENTS - INTERNAL	★ Valent USA & Archer Malmo	
COMPANY NEWSLETTERS, DIRECTED TO DEALERS	★ DuPont & Exponent PR	
A/V BROADCAST NEWS	Firestone Ag & broadhead	Valent USA & Archer Malmo
ADVERTISING ON THE WEB	★ Valent USA & Archer Malmo	Krone & Spinutech/2 Rivers
INTERNET WEBSITE	★ RDO Equipment & Team SI	★ AgLaunch & Archer Malmo
BLOGS	★ Monsanto - Deltapine & HLK	
SOCIAL MEDIA - FARMERS	★ Monsanto - Deltapine & HLK	Everglades Equipment & Team SI
SOCIAL TACTIC - SPECIFIC ACTIVITY	★ DuPont & Exponent PR	★ Firestone Ag & broadhead
SMARTPHONE APPS	★ DuPont & Exponent PR	
SMARTPHONE DIGITAL MEDIA	★ MS Soybean Promotion Board & Osborn Barr	
INTERACTIVE MARKETING TOOLS	AMVAC & Archer Malmo	
COMPANY/PRODUCER-FUNDED AD ELEMENT	★ Agricenter & Archer Malmo	
SPECIALTY AD CAMPAIGN	★ Nufarm & Archer Malmo	
SPECIALTY CAMPAIGN - SINGLE/SERIES	★ Nufarm & Archer Malmo	Nufarm & Archer Malmo