

The background features a series of horizontal stripes in teal and yellow-green. A large, rounded rectangle in the center is defined by a thick teal border. The text 'BEST OF NAMA 2021' is centered within this rectangle. The year '2021' is positioned to the right of 'NAMA' and is rendered in a stacked, vertical format.

BEST OF NAMA 2021

BREAKING NEW GROUND

It's about **nerve** and **vision**. Having the gall to do something differently and the **grit** to see it through. Breaking new ground is the start of something. The seed of **optimism, progress** and **momentum** that goes in one direction only: **forward**. It's about disrupting the norm and creating anew. Breaking new ground should be encouraged and admired, and here...**we award it.**

The Best of NAMA awards program honors the best work in agricultural communications. Actually, the best of the best, since companies and agencies must first qualify through regional competitions in order to advance to the national level.

THE NATIONAL AWARDS CEREMONY
WILL TAKE PLACE

APRIL 21, 2021

AT THE

**SHERATON CROWN CENTER
IN KANSAS CITY**

Best of NAMA operates on a regional judging format. Entries are sent directly to the national NAMA office and judged by industry professionals at the regional level for possible advancement to the national competition. **A minimum point standard will be used and enforced at the regional level. Work that is not above a certain point standard will not be eligible to be advanced.** If you place first or merit at the regional competition and score above the minimum point standard, you are eligible to advance to the national competition. The NAMA office will notify you by February 1, 2021, regarding entries eligible for advancement. An entry fee at both the regional and national level is required. **If your entry advances to national, it will not be necessary to create another entry.**

BEST OF SHOW



NAMA will award five Best of Show winners in each of the following categories:

- Agricultural Audiences – Advertising
- Agricultural Audiences – Public Relations
- Agricultural Audiences – Digital
- Consumer Audiences (all disciplines)
- Specialty Audiences (all disciplines)

GRAND CHAMPION



These five Best of Show winners will then be entered to compete for the **Best of NAMA Grand Champion** award, which will be awarded to the single-best entry in the Best of NAMA competition. Best of Show winners will not need to enter or pay to enter the Grand Champion judging. The five Best of Show winners will be entered automatically as part of the judging process at the national level.

SUPPORT YOUR LOCAL NAMA CHAPTER

Your local chapter receives \$20 per regional entry. So enter your work in Best of NAMA and support your local chapter at the same time.

WHAT'S ELIGIBLE

If you're a NAMA member, you're eligible to submit your company's communications materials produced for first use from October 2019 (if your entry didn't make it into the awards show last year) to October 2020. (If entered in 2019, the EXACT SAME entry will not be eligible in 2020.) Additions or modifications to an ongoing campaign will not be eligible year after

year. You must enter through chapters where your company has a member. Entries are open to agricultural, ornamentals, turf, livestock veterinarians and any other ag-related products or services whose primary audience is farmers, ranchers and growers (except as otherwise noted). *Each entry should be submitted through one region only. Duplicates will be disqualified!*

ENTRY SUBMISSION

Entries should be submitted to the National Agri-Marketing Association, 11020 King Street, Suite 205, Overland Park, KS 66210, or, if the entry category is marked **E**, online at BestOfNAMA.org, depending on entry type. **It is mandatory that the entry identify the chapter of the company or agency (note space on entry form).** The exact same entry may not be entered in two different categories; however, elements of a campaign can be entered in

separate categories. **Please do not enter the exact same entry through different chapters.** The Best of NAMA committee reserves the right to disqualify or change the category of any entry if deemed appropriate. Entry fees for disqualified entries will not be returned. Decisions of the Best of NAMA committee are final.

ELECTRONIC ENTRY SUBMISSION

SUBMISSION DATES

MONDAY, SEPTEMBER 7 AT 8:00 A.M. CDT
TO
FRIDAY, OCTOBER 23 AT 5:00 P.M. CDT

Categories marked with an **E** should be submitted electronically to **BestOfNAMA.org**.

Acceptable file formats for electronic submission:

- **Audio:** MP3
- **Visual:** JPEG, PNG, PDF
- **Video:** Submit a public URL from YouTube. Digital files for video will no longer be uploaded or accepted.
- **Presentations:** A URL only will be accepted. If you have a PDF or PowerPoint, please post to a web page and upload the URL.
- **Digital:** Enter a demonstration URL. Digital files will no longer be uploaded or accepted.

All fields included in the online entry form must be completely filled out.

Print and include two copies of each electronic entry form with the other non-electronic forms you submit.

Broadcast and/or digital files for CAMPAIGNS will NOT be entered electronically, but instead must be entered with the rest of the campaign materials.



HOW TO PREPARE YOUR ENTRIES

An entry form and TWO EXTRA photocopies of the entry form **must** accompany each physical piece. Please clip these two extra entry forms to each entry. Please make sure entry forms are filled out with proper company names, correct spellings, etc., as winners' plaques will be engraved based on this information. Also, please be sure to include email addresses on entry forms, as all communication will be via email. All entries are property of NAMA and cannot be returned. Please do not send original art or one-of-a-kind samples. Make sure your entries are constructed well so they last through two rounds of judging. **Please closely follow the entry preparation requirements noted in each section. Entries score higher when they follow the correct preparation instructions. For category clarification, please contact the NAMA office at (913) 491-6500 or email Sherry Pfaff at sherryp@nama.org.**



Note: Categories marked with an "E" should be entered electronically. Please see instructions under Electronic Entry Submission on page 4.

\$ ENTRY FEE

The regional entry fee is \$110 **per entry**. If you are submitting multiple entries, please send only one check for the total amount. If you are paying by credit card, please include a copy of the **credit card authorization form**. You will receive a receipt after your credit card is charged.

If your entry qualifies to advance to the national competition, you will be contacted. At that time, a \$110 fee **per entry** is required.



DEADLINES

The regional entry deadline is October 23, 2020. No extensions will be granted on entry or payment submissions.

SECTION 1

Agribusiness Audiences

BEST OF SHOW

At the national level, three Best of Show categories have been established in the Agribusiness Audiences section. One will be awarded in each of the following categories at the discretion of the judges: **Advertising**, **Public Relations** and **Digital**. All three will then be eligible to compete for the Best of NAMA Grand Champion award, which will be awarded to the single-best entry in the Best of NAMA competition.

ADVERTISING

Ads, direct mail and other “paid” materials whose primary audience is farmers, ranchers and growers (unless otherwise specified).

JUDGING CRITERIA FOR ALL ADVERTISING ENTRIES

CHALLENGE OR OPPORTUNITY 30%

How well does this communication solve the stated problem/opportunity?

OBJECTIVE OR DESIRED RESPONSE 30%

How do you want the intended audience to feel, think or act after seeing the work? What do you want the intended audience to do?

TARGET AUDIENCE 20%

Identify the target audience and provide rationale for why the audience was chosen (e.g., demographic, psychographic, attitudinal and/or other strategic considerations).

CRAFTSMANSHIP/ORIGINALITY 20%

How original is this idea? How well is it executed?



CAMPAIGNS

ENTRY PREPARATION: Mount print materials on the inside of 13" x 16" (folded size) cover stock paper (minimum 65 lb.), black matte finish. Campaigns must be hinged together in an accordion fold so all materials can be seen from one side when unfolded. A maximum of seven panels may be used. Mount your entry form on the outside back cover of the folder. **Attach the two extra copies of the entry form via paper clip or binder clip.** For campaigns with broadcast elements, put flash drives in an envelope and attach to the folder. **Please make sure all flash drives are marked in case they get separated from the entry.** Note: When calculating the cost of a campaign, be sure to figure in all costs, including personnel, etc.

- 1 Multimedia campaigns—local:** Media exposure in no more than five states and total media budget less than \$200,000.
- 2 Multimedia campaigns—regional:** Media exposure in six to 12 states and total media budget from \$200,000 to \$1,000,000.
- 3 Multimedia campaigns—national:** Media exposure in 13 or more states and total media budget of more than \$1,000,000. Note: If entry does not meet criteria for a particular class, the entry must be submitted in the appropriate class based on the largest element of the campaign. (Example: Campaign in six states with a budget of \$175,000 is entered in category 2.)
- 4 New-product introduction:** May contain all forms of communication used, including publicity, public relations, direct mail, advertising, etc. No budget restrictions.

PRINT

ENTRY PREPARATION: Mount materials on the inside of 13" x 16" (folded size) cover stock paper (minimum of 65 lb.), black matte finish. Series ads must be hinged together in an accordion fold so all materials may be seen from one side when unfolded. A maximum of seven panels may be used. Mount your entry form on the outside back cover of the folder. **Attach the two extra copies of the entry form via paper clip or binder clip.**

- 5 Spreads,** b & w or color, any size, single or series.
- 6 Single-page** or less than single-page ads, b & w or color, single entry.
- 7 Single-page ads** or less than single-page ads, b & w or color, series (minimum of two, maximum of five).
- 8 Trade ads,** b & w or color, single or series directed at livestock veterinarians, farm managers, bankers, dealers, distributors or others serving agribusiness.
- 9 Unique print advertising** (includes preprinted inserts, three or more page units, belly bands, wraps, bags, etc.), any color, any size.
- 10 Advertorials,** b & w or color, single or series.

BROADCAST MEDIA

ENTRY PREPARATION: Upload files to BestOfNAMA.org.

Acceptable file formats for electronic submission:

- **Audio:** MP3
- **Video:** Submit a public URL from YouTube. Make sure there are no security restrictions to access the video.

All fields included in the online entry form must be completely filled out. Print and include two extra copies of each electronic entry form with the other non-electronic forms you submit. If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff at sherryp@nama.org.

Remove countdown, color bars and end titles. Leave approximately 10 seconds of black leader at the front. Dub series together in proper order, without IDs or leaders between commercials. A series may have a minimum of two and a maximum of five spots. Submit each entry separately. For categories 14 and 15, the series must be entered as a single file.

Entries not submitted in the proper format are eligible for disqualification.

- 11 Radio:** Single commercial (any length). **E**
- 12 Radio:** Series (minimum of two, maximum of five). **E**
- 13 Television:** Single or series commercial (any length). **E**

ELECTRONIC MEDIA

ENTRY PREPARATION: Upload files to BestOfNAMA.org.

Acceptable file formats for electronic submission:

- **Submit a public URL from YouTube.** Make sure there are no security issues to access the video.
- **Web banners (for advertising on the web):** Enter a demonstration URL through the website.

All fields included in the online entry form must be completely filled out.

Print and include two extra copies of each electronic entry form with the other non-electronic forms you submit. If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff at sherryp@nama.org.

- 14 **Audiovisual presentations** directed at farmers, ranchers and growers. **E**
- 15 **Audiovisual presentations** directed at dealers, distributors, sales reps or others serving agribusiness. **E**

DIRECT/TARGET MARKETING

ENTRY PREPARATION: Mount print materials on the inside of 13" x 16" (folded size), cover stock paper (minimum of 65 lb.), black matte finish. Campaigns must be hinged together in an accordion fold so all materials can be seen from one side when unfolded. A maximum of seven panels may be used. **Mount entry form on the outside back cover of the folder. Attach two extra copies of entry form via paper clip or binder clip.** For campaigns with broadcast elements, place flash drives in an envelope and attach to folder. **Please make sure all flash drives are marked in case they become separated from the entry.** For oversized items, submit an 8" x 10" color photo. Oversized items are considered anything excessively bulky or larger than 12" x 15".

- 16 **Direct mail** – directed at farmers, growers and ranchers: Flat.
- 17 **Direct mail** – directed at farmers, growers and ranchers: Three-dimensional.
- 18 **Direct mail** – directed at dealers, distributors, sales reps and all others serving agribusiness: Flat.
- 19 **Direct mail** – directed at dealers, distributors, sales reps and all others serving agribusiness: Three-dimensional.

OUTDOOR

ENTRY PREPARATION: Outdoor entries should be submitted via photo. Please upload the PDF to BestofNAMA.org. Print and include two extra copies of the entry form with other non-electronic entries you submit. If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff at sherryp@nama.org.

- 20 **Billboards** or other outdoor ads (submit as a photo). **E**

COLLATERAL

ENTRY PREPARATION: Brochure/catalog entries should be prepared like print advertising. Mount print materials on the inside of 13" x 16" (folded size) cover stock paper (minimum 65 lb.), black matte finish. Entries must be hinged together in an accordion fold so all materials can be seen from one side when unfolded. A maximum of seven panels may be used. For exhibit and oversized entries, submit an 8" x 10" color photo. Oversized items are considered anything excessively bulky or larger than 12" x 15". For posters and brochures, create a pocket inside the folder, fold the poster down and insert. For virtual exhibits please upload a video to BestOfNAMA.org. **Attach the two extra copies of the entry form via paper clip or binder clip.**

- 21 Customer brochures, catalogs:** Farmer-directed (one or more elements).
- 22 Brochures, catalogs, etc.:** Directed at dealers, distributors, sales reps and all others serving agribusiness (one or more elements).
- 23 Point-of-purchase materials** (posters, banners, POS displays, mobiles, packaging).
- 24 Exhibits** (trade and farm show exhibits, booths, etc.): Live.
- 25 Exhibits:** Virtual. **E**
- 26 Premiums/specialties** directed at farmers, growers, ranchers and all others serving agribusiness. Submit single entries and series in the same category.
- 27 Corporate identity:** Stationery package, business cards and logo design.

ADVERTISING TO AGRIBUSINESS

Ads produced by media, agencies or services (photographers, direct mail houses, audiovisual, producers, etc.) whose audience is either agribusiness or agencies.

ENTRY PREPARATION: Mount print materials on the inside of 13" x 16" (folded size) cover stock paper (minimum 65 lb.), black matte finish. Campaigns must be hinged together in an accordion fold so all materials can be seen from one side when unfolded. A maximum of seven panels may be used. Mount your entry form on the outside back cover of the folder. **Attach the two extra copies of the entry form via paper clip or binder clip.**

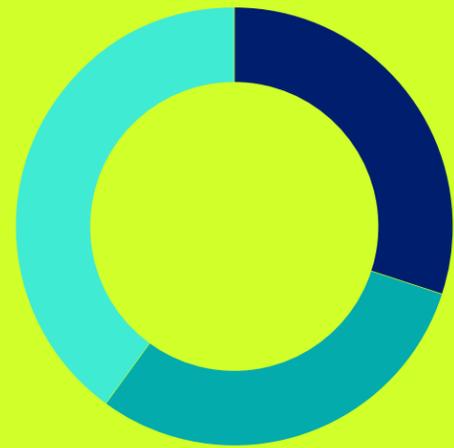
For campaigns with broadcast elements, put flash drives in an envelope and attach to folder. **Please make sure all flash drives are marked in case they get separated from the entry.** For oversized items, submit an 8" x 10" color photo. Oversized items are anything excessively bulky or larger than 12" x 15".

- 28 Advertising to agribusiness—all elements:** Advertisements, direct mail, media kits, etc.

PUBLIC RELATIONS

Primary audience is farmers, ranchers and growers (unless otherwise specified).

JUDGING CRITERIA FOR ALL PUBLIC RELATIONS EXCEPT WRITING



PLANNING 30%

Research, determination of need and background development. Originality and judgment in developing the strategies to achieve stated objectives. Completeness of the plan.

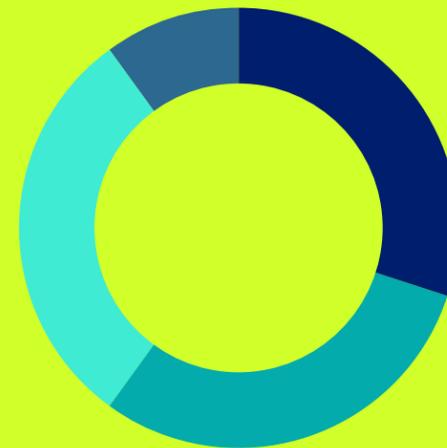
EXECUTION 30%

Quality and professionalism exhibited in the program and in the techniques implemented. Effectiveness of execution. Ingenuity and creativity in combining variety of techniques and elements to achieve objectives.

RESULTS 40%

Efforts made to identify, analyze and quantify results. Evidence that objectives were achieved.

JUDGING CRITERIA FOR ALL WRITING



CLARITY OF MESSAGE 30%

Is message clearly and consistently communicated to the target audience?

CREATIVITY/INGENUITY 30%

Does the writing show exceptional innovation in concept, style or approach?

EXECUTION 30%

How is the technical execution of the writing? (Spelling, grammar, sentence structure, consistent voice, etc.)

RESULTS 10%

Efforts made to identify, analyze and quantify results. Evidence that objectives were achieved.

PUBLIC RELATIONS CAMPAIGNS

ENTRY PREPARATION: Submit all materials in a three-ring binder no larger than 1½" spine size. Affix entry form to the back of binder. You may use up to five double-spaced pages to describe the following: 1) planning, research, program objectives and purposes; 2) audiences; 3) strategies/communication techniques; 4) evaluation and feedback (explain tangible methods used to measure results); 5) budget (include all costs, such as cost of personnel to implement program). Supporting materials and examples may be included but must be contained within the three-ring binder.

Entry tip: Improve your chances of success by submitting a smaller but more descriptive entry. Carefully consider the judging criteria and entry guidelines when preparing entries. **Note:** Results weigh heavily in public relations entries — DON'T LEAVE THEM OUT.

- 29 Overall public relations program** supporting product, service or corporate image directed at farmers, ranchers, growers, stakeholders or employees and all others serving agribusiness.
- 30 Media relations** including media kits and media relations activities.
- 31 Public affairs/issues** management program supporting public affairs.
- 32 Brand citizenship** directed at farmers, ranchers, growers, stakeholders or employees and all others serving agribusiness. 2020 has provided many opportunities for companies and organizations to communicate their brand support and position on events impacting our world. This new category will allow you to showcase the work executed to support your brand citizenship.

WRITING

ENTRY PREPARATION: Submit a PDF at BestofNAMA.org. Entry should include copy of manuscript and published copy. Verification of article or speech must accompany entry. **Send two extra copies of the entry form along with other non-electronic forms.** If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff at sherry@nama.org. **Note:** Results weigh heavily in public relations entries — DON'T LEAVE THEM OUT.

- 33 News, feature article or persuasive writing** to include speeches, op-eds, commentaries, etc. (trade media). **E**
- 34 News release** (ag media). **E**

EVENTS

Includes events developed for product promotion, commemorations, openings, centennials, celebrations, etc. Includes planning, execution and evaluation.

ENTRY PREPARATION FOR CATEGORIES 35–37: Submit all materials in a three-ring binder no larger than 1½" spine size. Affix entry form to the back of binder. On not more than two double-spaced typewritten pages, describe the following: 1) planning, research, program objectives and purposes; 2) audience; 3) strategies/communication techniques used to reach objectives; 4) evaluation and feedback (explain tangible methods used to determine the event's success); 5) budget (include all costs, such as cost of personnel to implement program). Include supporting samples: written plans, photographs, videos and other

materials that further explain the nature and scope of project. Video and audio accepted on flash drives only. **Please make sure all flash drives are marked in case they get separated from the entry. For virtual events please upload a video to BestOfNAMA.org.** **Note:** Results weigh heavily in public relations entries — DON'T LEAVE THEM OUT.

- 35 Events:** Customer events.
- 36 Events:** Media events.
- 37 Events:** Internal events.

ENTRY PREPARATION FOR CATEGORY 38: Submit entries at BestOfNAMA.org.

Acceptable file formats for electronic submission:

- **Video:** Submit a public URL from YouTube. Make sure there are no security issues to access the video. All fields included in the online entry form must be completely filled out.

Print and include two extra copies of each electronic entry form with the other non-electronic forms you submit. If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff at sherry@nama.org.

- 38 Events:** Virtual. **E**

PUBLICATIONS

ENTRY PREPARATION: On not more than two double-spaced typewritten pages, describe the following: 1) planning, research, program objectives and purposes; 2) audience; 3) strategies/communication techniques used to develop editorial graphics to support project objectives; 4) evaluation and feedback (describe how you solicited audience feedback and response, and detail methods used to ensure the project met objectives and reader needs); 5) budget (include all costs, such as cost of personnel to implement program). Please submit all materials in a three-ring binder no larger than 1½" spine size. If entering an electronic newsletter or magazine, please submit via flash drive and put in an envelope attached to binder with your printed entry forms. Please make sure all flash drives are marked in case they get separated from the entry. Also include a hard copy if entering an electronic newsletter. Note: Results weigh heavily in public relations entries — DON'T LEAVE THEM OUT.

- 39 Company and association newsletters** – external, print or electronic: Newsletters issued on a regular basis, directed primarily at farmers, ranchers, or dealer and distributors (submit up to three issues).
- 40 Company and association magazines** – external, print or electronic: Magazines, etc., issued on a regular basis, directed primarily at farm customers, prospects or others serving agribusiness (submit up to three issues).
- 41 Company publications** – internal, print or electronic: House publications, etc., issued on a regular basis to company personnel (submit up to three issues).
- 42 Company publications** – annual reports or other specialty publications: Print or electronic.

AUDIO/VIDEO

ENTRY PREPARATION: Submit entries at BestOfNAMA.org.

Acceptable file formats for electronic submission:

- **Audio:** MP3
- **Video:** Submit a public URL from YouTube. Make sure there are no security issues to access the video. All fields included in the online entry form must be completely filled out.

Print and include two extra copies of each electronic entry form with the other non-electronic forms you submit. If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff at sherryp@nama.org.

- 43 Audio/video:** Broadcast news or taped program. (Do not enter paid advertorials here.) **E**
- 44 Audio/video:** Feature or testimonial. (Do not enter paid advertorials here.) **E**

Primary audience is farmers, ranchers and growers (unless otherwise specified).

JUDGING CRITERIA FOR ALL DIGITAL ENTRIES

CHALLENGE OR OPPORTUNITY 30%

How well does this communication solve the stated problem/opportunity?

OBJECTIVE OR DESIRED RESPONSE 30%

How do you want the intended audience to feel, think or act after seeing the work? What do you want the intended audience to do?

TARGET AUDIENCE 20%

Identify the target audience and provide rationale for why the audience was chosen (e.g., demographic, psychographic, attitudinal and/or other strategic considerations).

CRAFTSMANSHIP/ORIGINALITY 20%

How original is this idea? How well is it executed?



ENTRY PREPARATION: Submit URL through BestofNAMA.org. All fields in the upload form must be completely filled out.

Print and include two extra copies of the electronic entry form with the non-electronic entry forms you submit. If you are not submitting other non-electronic entries, email your electronic entry form(s) to Sherry Pfaff at sherry@nama.org.

DIGITAL ADVERTISING

- 45 Advertising on the web** directed at farmers, ranchers, growers and all others serving agriculture. **E**

WEBSITES

- 46 Internet website** directed at farmers, ranchers, growers and all others serving agribusiness. **E**

BLOGS

- 47 Blogs** – web-based journals or blogs directed at farmers, ranchers, growers and all others serving agribusiness. **E**

SOCIAL MEDIA

For social media, please submit URLs, PDFs or other digital assets (e.g., MP3 files) of all relevant materials.

- 48 Social community building and engagement** (social campaign) – includes use of Facebook, Twitter, Instagram, Pinterest, YouTube or other social platforms. **E**
- 49 Social tactic** – a specific activity (e.g., contest, Tweet-up, response-generating activity) leveraging Facebook, Twitter, Instagram, Pinterest, YouTube or other social platforms. **E**

MOBILE AND APPS

For mobile and apps, please tell us the name of the app and format (e.g., Apple or Android) so we may download it (i.e., iTunes or Google Play). Please do not submit apps with security restraints.

- 50 Smartphone apps** – native apps, web apps, mobile-optimized websites and games designed for smartphones (Apple, Android and other platforms). **E**
- 51 Other non-smartphone digital media** – games, e-books, e-magazines, digital publishing and interactive sales presentations designed for iPad, Android, Playbook, Kindle and Nook tablets or handheld devices other than mobile phones. **E**

OTHER INTERACTIVE MARKETING TOOLS

For other interactive marketing tools, please submit PDFs or other digital assets (e.g., MP3 files) of all relevant materials.

- 52 Digital marketing tools** – include viral marketing, email marketing, webinars, podcasts, videos. **E**

SECTION 2

Non-agribusiness Audiences

BEST OF SHOW

At the national level, two Best of Show categories have been established in the Non-agribusiness Audiences section. One will be awarded in each of the following categories, at the discretion of the judges: **Consumer** and **Specialty**. These two Best of Show recipients will join the three Best of Show winners from the Agricultural Audiences section to compete for the Best of NAMA Grand Champion award, which will be awarded to the single best entry in the Best of NAMA competition.

CONSUMER

All work in consumer categories must represent efforts to reach consumers or influence consumer perceptions or actions on behalf of agricultural issues, organizations or initiatives.

JUDGING CRITERIA FOR ALL CONSUMER ENTRIES

CHALLENGE OR OPPORTUNITY 30%

How well does this communication solve the stated problem/opportunity?

OBJECTIVE OR DESIRED RESPONSE 30%

How do you want the intended audience to feel, think or act after seeing the work? What do you want the intended audience to do?

TARGET AUDIENCE 20%

Identify the target audience and provide rationale for why the audience was chosen (e.g., demographic, psychographic, attitudinal and/or other strategic considerations).

CRAFTSMANSHIP/ORIGINALITY 20%

How original is this idea? How well is it executed?



ENTRY PREPARATION: Follow entry instructions detailed in Section 1.

- 53 **Company- or producer-funded** advertising campaign directed to consumers.
- 54 **Company- or producer-funded** advertising campaign element (e.g., tactic) directed to consumers.
- 55 **Company- or producer-funded** public relations campaign directed to consumers.
- 56 **Company- or producer-funded** public relations campaign element (e.g., tactic) directed to consumers. **E** or physical entry, depending on the item.
- 57 **Website** directed to consumers. **E**
- 58 **Social media** campaign directed to consumers. **E**

SPECIALTY

Includes companion animal, equine, turf, ornamental and forestry audiences.

JUDGING CRITERIA FOR ALL SPECIALTY ENTRIES

CHALLENGE OR OPPORTUNITY 30%

How well does this communication solve the stated problem/opportunity?

OBJECTIVE OR DESIRED RESPONSE 30%

How do you want the intended audience to feel, think or act after seeing the work? What do you want the intended audience to do?

TARGET AUDIENCE 20%

Identify the target audience and provide rationale for why the audience was chosen (e.g., demographic, psychographic, attitudinal and/or other strategic considerations).

CRAFTSMANSHIP/ORIGINALITY 20%

How original is this idea? How well is it executed?



ENTRY PREPARATION: Follow entry instructions detailed in Section 1.

- 59 **Specialty advertising campaign.**
- 60 **Specialty public relations campaign.**
- 61 **Specialty campaign elements** (all disciplines – advertisements, public relations, digital, collateral, direct mail, etc.) – single element or series as applicable.

SECTION 3

Producer's Choice

SINGLE PAGE AD

ENTRY PREPARATION: Submit entries at BestOfNAMA.org.

All fields included in the upload form must be completely filled out.

62 **Single-page ad** – directed at farmers, growers and ranchers. **E**

This category will be judged online by producers. The winner will be announced at the Agri-Marketing Conference in Kansas City, April 21, 2021. Note: This category is not eligible for Best of Show.

The fee for this category is \$110. Deadline is the same as for other entries, and you can include payment for these entries along with your other entries. The Producers' Choice entry form is available online.

Award judging and tabulation courtesy of Readex Research. List provided by Farm Progress.

FREQUENTLY ASKED QUESTIONS

Q Is my entry due October 23 or does it only need to be postmarked by October 23?

A **Your entry is due by October 23.**

Q If I enter an element of a campaign in a category, can I also enter it as part of the campaign?

A **Yes. For example, a print ad can be entered as an ad and as part of a campaign.**

Q How does my local chapter benefit?

A **Be sure to fill in your chapter name on the entry form. Chapters will receive a \$20 rebate for each entry submitted at the regional level.**

Q If my entry advances to national, do I need to submit another copy of the entry?

A **No. You will have to submit an additional entry fee but not another copy of the entry.**

Q Am I required to use the NAMA entry form?

A **No. You may create your own entry form on a computer; just make sure it has all the necessary elements.**

Q Will I be notified if my entry has been received?

A **No. It is up to you to send your entry and payment by a form of trackable delivery if you want confirmation of receipt.**

Q Who judges the entries?

A **At the regional level, judges must have five years of industry experience. At the national level, judges must have 10 years of industry experience.**

Q Will the Producers' Choice Awards be awarded at the regional level as well as the national level?

A **No. This award will be presented only at the national ceremony.**



BEST OF NAMA ²⁰₂₁

collemcvoy

2021 Theme and Call for Entries
Design by Colle McVoy