

# Best of CAMA 2018 Categories

## AGRIBUSINESS AUDIENCES

BEST OF SHOW Advertising

BEST OF SHOW Public Relations

BEST OF SHOW Digital

**ADVERTISING** - Ads, direct mail and other “paid” materials whose primary audience are farmers, producers and growers (unless otherwise specified).

## CAMPAIGNS

*When calculating the cost of a campaign, be sure to figure in all costs including cost of production, fees and media.*

1. Multimedia campaigns – Total budget less than \$200,000.
2. Multimedia campaigns – Total budget from \$200,000 to \$750,000.
3. Multimedia campaigns – Total budget of more than \$750,000.
4. New-product introduction: May contain all forms of communication used, including publicity, public relations, direct mail, advertising, etc. No budget restrictions.

## Media Execution (Print or Digital)

5. Single Execution, (print or digital, any size)
6. Series Execution, (print or digital, any size (min.2, max. 5)).
7. Trade Advertising, (print or digital execution, single or series: Directed at livestock veterinarians, farm managers, bankers, dealers, distributors or others serving agribusiness.
8. Unique Execution (includes all print or digital executions, i.e. pop-ups, preprinted inserts, multiple units, belly bands, wraps, bags, etc.), any size.
9. Advertorials, (print or digital, single or series).

## BROADCAST MEDIA

### **Acceptable file formats for electronic submission:**

- Audio: .MP3
  - Video: Submit a public URL from YouTube. Digital files for video will no longer be uploaded or accepted. Make sure there are no security issues to access the video.
10. Radio: Single commercial (any length).
  11. Radio: Series (min. 2, max. 5, any length).
  12. Television: Single or series commercial (any length).
  13. Online Video Advertising (YouTube Pre-Roll, or other)

## ELECTRONIC MEDIA

### **Acceptable file formats for electronic submission:**

- Submit a public URL from YouTube. Make sure there are no security issues to access the video.
14. Audiovisual presentations directed at farmers, producers and growers.
  15. Audiovisual presentations directed at dealers, distributors, sales reps or others serving agribusiness.

## DIRECT/TARGET MARKETING

16. Direct Mail – Print - Directed at farmers, growers and producers, dealers, distributors, sales reps and all others serving agribusiness.
17. Direct Email (Email marketing) - Interactive marketing tools.

## OUTDOOR

18. Billboards or other outdoor ads

## COLLATERAL

19. Customer brochures, catalogs: Farmer-directed, dealers, distributors or sales reps and all others serving agribusiness.

20. Point-of-purchase materials (posters, banners, POS displays, mobiles, packaging).
21. Exhibits (trade and farm show exhibits, booths, etc.).
22. Premiums/specialties directed at farmers, growers and producers and all others serving agribusiness.
23. Corporate identity: Stationery package, business cards and logo design.

**PUBLIC RELATIONS – Primary audience is farmers, producers and growers (unless otherwise specified).**

## **PUBLIC RELATIONS CAMPAIGNS**

24. Overall public relations program supporting product, service or corporate image: Directed at farmers, producers and growers, stakeholders or employees and all others serving agribusiness.
25. Media relations including media kits and media relations activities.
26. Public affairs/issues management program

## **WRITING**

27. News or feature article (trade media).
28. Persuasive Writing: Speeches, op-eds, commentaries. Includes written materials delivered via any medium.
29. Press Release (ag media).
30. Blogs – blogs directed at farmers, producers or growers and all others serving agribusiness.

## **EVENTS**

31. Events: Customer events or internal events - Includes events developed for product promotion, commemorations, openings, centennials, celebrations, etc

## **PUBLICATIONS**

32. Company and association newsletters – External, print or electronic: Newsletters issued on a regular basis, directed primarily at farmers, producers or growers, dealers, distributors, sales reps, veterinarians or others serving agribusiness.

33. 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.
34. Company publications – Annual reports or Other Specialty Publications: Print or electronic.

## AUDIO/VIDEO

### Acceptable file formats for electronic submission:

- Audio: .MP3
  - Video: Submit a public URL from YouTube. Digital files for video will no longer be uploaded or accepted. Make sure there are no security issues to access the video.
35. Audio/Video: Broadcast news, webinars, podcasts or taped program. (Do not enter paid advertorials)
  36. Video: Directed at farmers, producers or growers, and all others serving agriculture.

**DIGITAL - Primary audience is farmers, producers and growers (unless otherwise specified).**

## DIGITAL ADVERTISING

- Web banners (for advertising on the Web): Enter a **demonstration URL through the website.**
37. Advertising on the Web (banners and others) directed at farmers, producers or growers, and all others serving agriculture.

## WEBSITES

38. Website directed at farmers, producers or growers and all others serving agribusiness.

## SOCIAL MEDIA

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

39. Social community building and engagement (social campaign) – includes use of Facebook, Twitter, Instagram, Pinterest, YouTube or other social platform(s).
40. Social tactic – a specific activity (i.e., contest, Tweet-up, response-generating activity, etc.) leveraging Facebook, Twitter, Instagram, Pinterest, YouTube or other social platform(s).

## MOBILE AND APPS

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

41. Smartphone Apps – Native apps, web apps, mobile optimized websites and games designed for smartphones (iOS, Android and other platforms).
42. 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 other handheld devices other than mobile phones.

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## CONSUMER & SPECIALTY AUDIENCES

**BEST OF SHOW Consumer**

**BEST OF SHOW Specialty.**

**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.**

43. Company- or Producer-Funded Advertising **campaign** directed to consumers.
44. Company- or Producer-Funded Advertising **campaign element** (i.e., tactic) directed to consumers.
45. Company- or Producer-Funded Public Relations **campaign** directed to consumers.

46. Company- or Producer-Funded PR **campaign element** (i.e., tactic) directed to consumers.
47. Website directed to consumers.
48. Social Media campaign directed at consumers.

**SPECIALTY - Includes companion animal, equine, turf, and ornamental and forestry audiences.**

49. Specialty advertising campaign.
  50. Specialty PR campaign.
  51. Specialty campaign elements (all disciplines – advertisements, public relations, digital, collateral, direct mail, etc.): Single element or series, as applicable.
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## **FRENCH LANGUAGE AUDIENCES**

### **BEST OF SHOW French Language Marketing**

52. Print Ads, Single or Series, b & w or color, any size
53. Online Media (web, mobile, social)
54. Specialty promotion, sales support materials, literature, corporate literature