

2018 BEST OF CAMA FINALISTS

Cat. #	Category	Company/Client Name	Entry	Agency Name
1	Multimedia Campaigns - Total Budget less than \$200,000	ADAMA Canada	Thank-A-Retailer Contest	Think Shift
1	Multimedia Campaigns - Total Budget less than \$200,000	Bayer CropScience	Bayer Sencor STZ "Grower Vacations" IMC	McCann Canada
1	Multimedia Campaigns - Total Budget less than \$200,000	Nufarm Agriculture Inc.	Nufarm Turn up the Burn	AdFarm
1	Multimedia Campaigns - Total Budget less than \$200,000	RBC Royal Bank	RBC Feast in the Field National Contest	ZGM Modern Marketing Partners
1	Multimedia Campaigns - Total Budget less than \$200,000	SeCan	SeCan Wheat and Beans	Margrie Wallace
2	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Bayer CropScience	It's Grow Time	McCann
2	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Farm Credit Canada	Here's to Canadian Agriculture	Farm Credit Canada
2	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Farmers Edge	Farmers Edge Smart Farming Is _____.	Farmers Edge
2	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Peak of the Market	Peak of The Market - Potahto	Think Shift
2	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	SeCan	Grow a Leader C	Margrie Wallace
3	Multimedia Campaigns - Total Budget of more than \$750,000	BASF	InVigor	McCann
3	Multimedia Campaigns - Total Budget of more than \$750,000	Corteva Agriscience, Agriculture Division of DowDupont	Brevant Seeds	AdFarm
3	Multimedia Campaigns - Total Budget of more than \$750,000	Morris Industries Ltd.	Innovation Unearthed	WS
4	New-Product Introduction	Arysta	EVEREST 3.0	WS
4	New-Product Introduction	Corteva Agriscience, Agriculture Division of DowDupont	Brevant Seeds	AdFarm
4	New-Product Introduction	Farm Marketer	The Impact Farming Show	Farm Marketer
4	New-Product Introduction	Morris Industries Ltd.	Quantum	WS
4	New-Product Introduction	UFA	Dieselex Gold Launch	UFA
5	Single Execution, (print or digital, any size)	Alberta Pulse Growers	Picnic Perfect Pulses	AdFarm
5	Single Execution, (print or digital, any size)	Arysta	EVEREST 3.0	WS
5	Single Execution, (print or digital, any size)	Bayer CropScience	Sencor STZ "Grower Vacations"	McCann Canada
5	Single Execution, (print or digital, any size)	Cargill	Cargill/Purina Utmost	AdFarm
5	Single Execution, (print or digital, any size)	Corteva Agriscience, Agriculture Division of DowDupont	Delegate on Corn	AdFarm
6	Series Execution, (print or digital, any size (min.2, max. 5).	BASF	InVigor	McCann
6	Series Execution, (print or digital, any size (min.2, max. 5).	Bayer CropScience	It's Grow Time	McCann
6	Series Execution, (print or digital, any size (min.2, max. 5).	Farm Credit Canada	Here's to Canadian Agriculture	Farm Credit Canada
6	Series Execution, (print or digital, any size (min.2, max. 5).	Nutrien Ag Solutions	Proven Seed 2019 Crop Year	AdFarm
6	Series Execution, (print or digital, any size (min.2, max. 5).	SeCan	Generation Ads	Margrie Wallace
7	Trade Advertising, (print or digital execution, single or series)	AdFarm	Holiday Card	AdFarm
7	Trade Advertising, (print or digital execution, single or series)	Canadian Food Grains Bank	Raise a Hand	AdFarm
7	Trade Advertising, (print or digital execution, single or series)	Merck Canada	Swine Poster	AdFarm
8	Unique Execution (includes all print or digital executions)	Canadian Agricultural Safety Association	CASA BeGrainSafe Game	AdFarm
8	Unique Execution (includes all print or digital executions)	Climate	Climate FieldView Trailer	Sherpa Marketing
8	Unique Execution (includes all print or digital executions)	Farm Credit Canada	"What Food am I?" Children's activity books	Farm Credit Canada
9	Advertorials (print or digital, single or series)	Federated Cooperatives Limited	Ask the Expert	Federated Cooperatives Limited
9	Advertorials (print or digital, single or series)	Manitoba Pork	Public Trust campaign	6P Marketing
9	Advertorials (print or digital, single or series)	RealAgriculture	TechTour Content	RealAgriculture
10	Radio: Single commercial (any length)	Arysta	EVEREST 3.0	WS
10	Radio: Single commercial (any length)	Corteva Agriscience, Agriculture Division of DowDupont	Delegate on Corn	AdFarm
10	Radio: Single commercial (any length)	Farm Credit Canada	Here's to the rancher	Farm Credit Canada
10	Radio: Single commercial (any length)	RealAgriculture	PRIDE Seeds: Focused on Performance	RealAgriculture
11	Radio: Series (min. 2, max. 5, any length).	Bayer Canada (Monsanto)	Roundup Ready Xtend Crop System	Think Shift
11	Radio: Series (min. 2, max. 5, any length).	Morris Industries Ltd.	Innovation Unearthed	WS
11	Radio: Series (min. 2, max. 5, any length).	Pioneer Hi-Bred	Pioneer Protector Radio Series	Kahntact

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12	Television: Single or series commercial (any length)	BASF	InVigor	McCann
12	Television: Single or series commercial (any length)	New Holland	New Holland and Pioneer: Support the Sport	Kahntact
12	Television: Single or series commercial (any length)	Pioneer Hi-Bred	Pioneer A-Series Soybeans	Kahntact
13	Online Video Advertising	Bayer CropScience	It's Grow Time	McCann
13	Online Video Advertising	Bayer CropScience	Velocity	McCann
13	Online Video Advertising	Farm Credit Canada	Here's to the Rancher	Farm Credit Canada
13	Online Video Advertising	Morris Industries Ltd.	Innovation Unearthed	WS
14 & 15	AV presentations directed at farmers, dealers or others serving agribusiness	AdFarm	Canada's Ag Day 2018 Event	AdFarm
14 & 15	AV presentations directed at farmers, dealers or others serving agribusiness	BASF	InVigor Rate Video Series	McCann
14 & 15	AV presentations directed at farmers, dealers or others serving agribusiness	Morris Industries Ltd.	Innovation Unearthed	WS
16	Direct Mail - Print	BASF	Digital Farming Retail Kits	McCann
16	Direct Mail - Print	Bayer CropScience	Bayer Sencor STZ "Grower Vacations"	McCann Canada
16	Direct Mail - Print	Corteva Agriscience, Agriculture Division of DowDupont	Go4Arylex Pop-out	AdFarm
16	Direct Mail - Print	Syngenta Canada	#AxialCountry Thank You	Syngenta Canada
17	Direct Email (Email marketing) - Interactive marketing tools	AdFarm	Harvest of Thanks	AdFarm
17	Direct Email (Email marketing) - Interactive marketing tools	DuPont Crop Protection	Acapela fungicide - BOSE speaker direct Email survey	Kahntact
17	Direct Email (Email marketing) - Interactive marketing tools	Pioneer Hi-Bred	Western Canadian Product Lineup	Kahntact
18	Billboards or other outdoor ads	Manitoba Pork	Public Trust campaign	6P Marketing
18	Billboards or other outdoor ads	Morris Industries Ltd.	Innovation Unearthed	WS
18	Billboards or other outdoor ads	Peak of the Market	Peak of the Market - Potahto	Think Shift
19	Customer brochures and catalogs	Bayer CropScience	Disease Swatch Book	McCann
19	Customer brochures and catalogs	Farm Credit Canada	Cash Flow Guide	Farm Credit Canada
19	Customer brochures and catalogs	Nutrien Ag Solutions	2019 Seed Guide	AdFarm
20	Point of Purchase Materials	ADAMA Canada	DAVAI Charger & Poster	Think Shift
20	Point of Purchase Materials	SeCan	41/42 Oats Pen Card	Margrie Wallace
20	Point of Purchase Materials	SeCan	Wheat and Beans Banner	Margrie Wallace
21	Exhibits	Ag for Life	Ag for Life Rural Safety Unit	AdFarm
21	Exhibits	Bayer Canada (Monsanto)	TruFlex - Ag in Motion Tent	Think Shift
21	Exhibits	Climate FieldView	Climate FieldView Trailer	Sherpa Marketing
21	Exhibits	Farm Credit Canada	Wellness Lounge at Advancing Women in Ag Conference	Farm Credit Canada
22	Premiums/Specialties	BASF	InVigor Rate	McCann
22	Premiums/Specialties	Farm Credit Canada	Moments and Milestones	Farm Credit Canada
22	Premiums/Specialties	SeCan	Wheat and Beans Socks	Margrie Wallace

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23	Corporate Identity	Canada's Outdoor Farm Show	Canada's Outdoor Farm Show	Canada's Outdoor Farm Show
23	Corporate Identity	Farm Credit Canada	AgExpert Field	Farm Credit Canada
23	Corporate Identity	Kroeker Farms	Kroeker Farms - Kroeker Farms	Think Shift
23	Corporate Identity	Kroeker Farms	Kroeker Farms - Poplar Grove	Think Shift
23	Corporate Identity	Superior Scales	Superior Scales - Superior Scales	Think Shift
24	Overall PR program supporting product, service or corporate image	ADAMA Global	Brand Champions Box	Think Shift
24	Overall PR program supporting product, service or corporate image	Agriculture More Than Ever	Canada's Agriculture Day 2018	Agriculture More Than Ever
24	Overall PR program supporting product, service or corporate image	Canadian Canola Growers Association	Can't Control the Weather	6P Marketing
24	Overall PR program supporting product, service or corporate image	Federated Co-operatives Limited	Excellence In Ag Program	Federated Co-operatives Limited
25	Media Relations	Farm Credit Canada	Farmland Values	Farm Credit Canada
25	Media Relations	Farm Marketer	Farm Marketer National Media Kit	Farm Marketer
25	Media Relations	WinField United Canada	WinField United Canada Announces Official Launch	AdFarm
26	Public affairs/issues management program	Pioneer Hi-Bred	Growing Today Leading Tomorrow Program	Kahntact
26	Public affairs/issues management program	SaskCanola	Spot Blackleg	Synthesis Agri-Food Network
26	Public affairs/issues management program	Western Grains Research Foundation	Field Heroes	Synthesis Agri-Food Network
27	News or feature article (trade media)	Corteva Agriscience, Agriculture Division of DowDupont	Closer Insecticide - New Label Registration	AdFarm
27	News or feature article (trade media)	Nutrien Ag Solutions	Q&A with Nutrien Ag Solutions	Nutrien Ag Solutions
27	News or feature article (trade media)	Rocky Mountain Equipment	RME Water Management	AdFarm
28	Persuasive Writing	Agriculture More than Ever	How one advocate changed a food conversation.	Farm Credit Canada
28	Persuasive Writing	RealAgriculture	Canada's NAFTA hopes now rest with America's congress	RealAgriculture
28	Persuasive Writing	Think Shift	Growing Digital: Whitepaper	Think Shift
29	Press Release (ag media)	ADAMA Canada	Thank A Retailer Announcement	Think Shift
29	Press Release (ag media)	Agriculture More Than Ever	Canada's Agriculture Day 2018	Agriculture More Than Ever
29	Press Release (ag media)	Farmers Edge	Product Development Pipeline	Farmers Edge
30	Blogs	Farm Credit Canada	FCC Ag Economics	Farm Credit Canada
30	Blogs	Heartland Farm Mutual	iHeartCommunity Blog	Heartland Farm Mutual
30	Blogs	Syngenta Canada	SoyMasters 70 Bushel Blog Articles	Syngenta Canada
31	Events - Customer or Internal	Farm Credit Canada	Ignite: FCC Young Farmer Summit	Farm Credit Canada
31	Events - Customer or Internal	UFA	UFA Farmer's Day	UFA
31	Events - Customer or Internal	University of Guelph - Office of the President	University of Guelph - A Place to Grow	Kahntact
32	Company and Association Newsletters	Agriculture Financial Services Corporation	AFSC AgLink	Agriculture Financial Services Corporation
32	Company and Association Newsletters	Farm Marketer	Farm Marketer	Farm Marketer
32	Company and Association Newsletters	Grain Farmers of Ontario	GrainTALK	Grain Farmers of Ontario
33	Company and Association Magazines	Arysta	EVEREST 3.0	WS
33	Company and Association Magazines	Farm Credit Canada	AgriSuccess Transition Special Edition	Farm Credit Canada
33	Company and Association Magazines	Western Grains Research Foundation	Research Review	Synthesis Agri-Food Network

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34	Company Publications Annual Reports or Other Specialty Publications	Canola Council of Canada	50 Years of Firsts - 2017 Annual Report	Tom Powell Design
34	Company Publications Annual Reports or Other Specialty Publications	Farm Credit Canada	FCC Ag Economic Outlooks	Farm Credit Canada
34	Company Publications Annual Reports or Other Specialty Publications	Glacier FarmMedia Content Solutions	The Digital Farm Report: Innovation Readiness Study	Glacier FarmMedia Content Solutions
34	Company Publications Annual Reports or Other Specialty Publications	Nufarm	Nufarm West, East and Horticulture Products Guide	AdFarm
35	Audio/Video: Broadcast news, webinars, podcasts or taped program	Farm Marketer	The Impact Farming Show	Farm Marketer
35	Audio/Video: Broadcast news, webinars, podcasts or taped program	Federated Co-operatives Limited	Focus Week	Federated Co-operatives Limited
35	Audio/Video: Broadcast news, webinars, podcasts or taped program	Grain Farmers of Ontario	GrainTALK	Grain Farmers of Ontario
35	Audio/Video: Broadcast news, webinars, podcasts or taped program	RealAgriculture	Agronomy Geeks	RealAgriculture
36	Video: Directed at producers and all others serving agriculture	Arysta	EVEREST 3.0	WS
36	Video: Directed at producers and all others serving agriculture	Bayer CropScience	It's Grow Time	McCann
36	Video: Directed at producers and all others serving agriculture	Farm Credit Canada	Here's to the Rancher	Farm Credit Canada
36	Video: Directed at producers and all others serving agriculture	Farm Credit Canada	Welcome to the Cow Palace	Farm Credit Canada
36	Video: Directed at producers and all others serving agriculture	Nufarm Agriculture Inc.	East BlackHawk	AdFarm
37	Advertising on the Web (banners and others)	ADAMA Canada	Thank A Retailer	Think Shift
37	Advertising on the Web (banners and others)	Bayer Canada (Monsanto)	Real Farm Rewards	Think Shift
37	Advertising on the Web (banners and others)	Corteva Agriscience, Agriculture Division of DowDupont	Cirpreme	AdFarm
37	Advertising on the Web (banners and others)	Morris Industries Ltd.	Innovation Unearthed	WS
37	Advertising on the Web (banners and others)	Syngenta Canada	Traxos "Unleash the Beast"	Syngenta Canada
38	Website directed at producers and all others serving agribusiness	Agtron	Agtron	Sherpa Marketing
38	Website directed at producers and all others serving agribusiness	Beefbooster	Beefbooster	WS
38	Website directed at producers and all others serving agribusiness	Jefo	Jefo	Jefo
38	Website directed at producers and all others serving agribusiness	The Alberta Wheat Commission	FarmCash	McCann
38	Website directed at producers and all others serving agribusiness	UFA	UFA.com	UFA
39	Social community building and engagement (social campaign)	AdFarm	Harvest of Thanks	AdFarm
39	Social community building and engagement (social campaign)	Agriculture More Than Ever	Canada's Agriculture Day 2018	Agriculture More Than Ever
39	Social community building and engagement (social campaign)	Farm Credit Canada	Here's to Canadian Agriculture	Farm Credit Canada
39	Social community building and engagement (social campaign)	Western Grains Research Foundation	Field Heroes	Synthesis Agri-Food Network
40	Social Tactic	Agriculture More Than Ever	Canada's Agriculture Day 2018	Agriculture More Than Ever
40	Social Tactic	Alberta Beef Producers	Make Hunger Rare	WS
40	Social Tactic	Bayer CropScience	Bayer Dog Day	McCann
40	Social Tactic	Farm Marketer	The Impact Farming Show	Farm Marketer
41	Smartphone Apps	Farm Credit Canada	AgExpert Field	Farm Credit Canada
41	Smartphone Apps	RealAgriculture	RealAgriculture AMP Mobile Site	RealAgriculture
41	Smartphone Apps	University of Guelph	Aphid Advisor	AgNition
43	Advertising campaign directed to consumers	Alberta Wheat Commission	Life's Simple Ingredient	AdFarm
43	Advertising campaign directed to consumers	Bayer CropScience	It's Grow Time	McCann
43	Advertising campaign directed to consumers	Egg Farmers of Ontario	Egg Farmers of Ontario's 2018 Who Made Your Eggs Today?	Egg Farmers of Ontario
43	Advertising campaign directed to consumers	Les Producteurs de lait du Québec	Fromages d'ici	Lg2
43	Advertising campaign directed to consumers	Prarie Oat Growers Association	Oats Everyday	Suckerpunch Creative Inc.

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44	Advertising campaign element directed to consumers	Canadian Centre for Food Integrity	Best Food Facts On the Go	Kahntact
44	Advertising campaign element directed to consumers	Les Producteurs de lait du Québec	Pintes chantantes	Lg2
44	Advertising campaign element directed to consumers	Manitoba Canola Growers	Eat Well With More Meals Together	Tom Powell Design
45	Public Relations campaign directed to consumers	Agriculture More Than Ever	Canada's Agriculture Day 2018	Agriculture More Than Ever
45	Public Relations campaign directed to consumers	Alberta Wheat	Life's Simple Ingredient	AdFarm
45	Public Relations campaign directed to consumers	Egg Farmers of Alberta	Egg Farmers of Alberta - Crack'd YYC Food Truck	AdFarm
45	Public Relations campaign directed to consumers	Farm Credit Canada	FCC Drive Away Hunger School Meals Program	Farm Credit Canada
46	Public Relations campaign element directed to consumers	Dairy Farmers of Durham	Celebrating Dairy	Farm Boy Productions
46	Public Relations campaign element directed to consumers	Egg Farmers of Alberta	Egg Farmers of Alberta - Crack'd YYC Food Truck	AdFarm
46	Public Relations campaign element directed to consumers	Farm And Food Care Ontario	FarmFood360 Cheese Tour	Farm Boy Productions
47	Website directed at consumers	Agriculture in the Classroom Canada	Agriculture in the Classroom Canada website	Lesia Design & Digital
47	Website directed at consumers	Canadian Centre for Food Integrity	BestFoodFacts	Kahntact and Flying Hippo
47	Website directed at consumers	PEI Potato Board	Fries With The Works	Fresh Media
48	Social Media campaign directed at consumers	Alberta Wheat	Life's Simple Ingredient	AdFarm
48	Social Media campaign directed at consumers	Grain Farmers of Ontario	#TrainWithGrains	Grain Farmers of Ontario
48	Social Media campaign directed at consumers	Heartland Farm Mutual	iHeartCommunity Fund	Heartland Farm Mutual
49	Specialty advertising campaign	Elanco	Elanco Pet - "Who's Your Dog?"/"Who's Your Cat?"	WS
49	Specialty advertising campaign	Zoetis Canada	Lone Star Louie	CHM Communications Inc.
49	Specialty advertising campaign	Zoetis Canada	Simparica Tick Science	CHM Communications Inc.
51	Specialty campaign elements	Elanco	Elanco/Interceptor Plus - Share Everything	WS
51	Specialty campaign elements	Manitoba Canola Growers	MCG Shopping Bag	Tom Powell Design
51	Specialty campaign elements	Zoetis Canada	Apoquel Acute Use Detail Aid	CHM Communications Inc.
51	Specialty campaign elements	Zoetis Canada	Apoquel Consumer Brochure	CHM Communications Inc.
51	Specialty campaign elements	Zoetis Canada	Simparica Consumer Brochure	CHM Communications Inc.
52	Print Ads, French	Bayer CropScience	Bayer Sencor STZ "Grower Vacations"	McCann Canada
52	Print Ads, French	CleanFARMS	Clean Farms - Community Heroes	Think Shift
52	Print Ads, French	Egg Farmers of Ontario	2018 Who Made Your Eggs Today? Farmers like Tim	Egg Farmers of Ontario
52	Print Ads, French	Pioneer Hi-Bred	Growing Today Leading Tomorrow Program	Kahntact
53	Online Media, French	Agriculture More Than Ever	Canada's Agriculture Day 2018	Agriculture More Than Ever
53	Online Media, French	Bayer CropScience	Bayer Sencor STZ "Grower Vacations"	McCann Canada
53	Online Media, French	Farm Credit Canada	Hommage aux Producteurs	Farm Credit Canada
54	Specialty promotion, French	Corteva Agriscience, Agriculture Division of DowDupont	Brevant Seeds	AdFarm
54	Specialty promotion, French	Farm Credit Canada	Allumés! Sommet FAC de la Relève Agricole	Farm Credit Canada
54	Specialty promotion, French	Farm Credit Canada	Valeur Des Terres Agricoles	Farm Credit Canada
54	Specialty promotion, French	Le Bulletin des agriculteurs	La ligne du temps du Bulletin des agriculteurs	Le Bulletin des agriculteurs