

Best of CAMA 2018 Winners

Category	Company/Client Name	Entry	Agency
Best of Show Consumer Sponsor: McCann Canada	Les Producteurs de lait du Québec	Pintes chantantes	Lg2
Best of Show Specialty Sponsor: AgriMarketing	Elanco	"Who's Your Dog?"/"Who's Your Cat?"	WS
Best of Show Digital Sponsor: Bayer	Farm Credit Canada	AgExpert Field	Farm Credit Canada
Best of Show Public Relations Sponsor: AdFarm	Agriculture More Than Ever	Canada's Agriculture Day 2018	Farm Credit Canada
Best of Show Advertising Sponsor: The Western Producer	Climate FieldView Corteva Agriscience, Agriculture Division of DowDuPont	Climate FieldView Trailer Go4Anylex Pop-out Direct Mail	Sherpa Marketing AdFarm
Best of Show French Language Marketing Sponsor: La Terre de chez nous	Farm Credit Canada	Valeur Des Terres Agricoles	Farm Credit Canada

Category	Company/Client Name	Entry	Agency
Certificate of Merit WINNER	Company or Producer-Funded Advertising Campaign Directed to Consumers Company or Producer-Funded Advertising Campaign Directed to Consumers	Egg Farmers of Ontario Alberta Wheat Commission	2018 Who Made Your Eggs Today? Life's Simple Ingredient A
Certificate of Merit WINNER	Company or Producer-Funded Advertising Campaign Element Directed to Consumers Company or Producer-Funded Advertising Campaign Element Directed to Consumers	Manitoba Canola Growers Les Producteurs de lait du Québec	Eat Well With More Meals Together Pintes chantantes
Certificate of Merit WINNER	Company or Producer-Funded Public Relations Campaign Directed to Consumers Company or Producer-Funded Public Relations Campaign Directed to Consumers	Farm Credit Canada Egg Farmers of Alberta	Drive Away Hunger School Meals Program Crack'd YYC Food Truck
Certificate of Merit WINNER	Company or Producer Funded Public Relations Campaign Element Directed to Consumers Company or Producer Funded Public Relations Campaign Element Directed to Consumers	Egg Farmers of Alberta Farm & Food Care Ontario	Crack'd YYC Food Truck FarmFood360 Cheese Tour
Certificate of Merit WINNER	Website Directed to Consumers Website Directed to Consumers	Agriculture in the Classroom Canada Canadian Centre for Food Integrity	Agriculture in the Classroom Canada BestFoodFacts
Certificate of Merit WINNER	Social Media Campaign Directed at Consumers Social Media Campaign Directed at Consumers	Grain Farmers of Ontario Alberta Wheat	#TrainWithGrains Life's Simple Ingredient
Certificate of Merit WINNER	Specialty Advertising Campaign Specialty Advertising Campaign	Zoetis Canada Elanco	Lone Star Louie "Who's Your Dog?"/"Who's Your Cat?"
Certificate of Merit WINNER	Specialty Campaign Elements Specialty Campaign Elements	Zoetis Canada Manitoba Canola Growers	Apoquel Acute Use Detail Aid MCG Shopping Bag
Certificate of Merit WINNER	Advertising on the Web Advertising on the Web	Syngenta Canada Corteva Agriscience, Agriculture Division of DowDuPont	Traxos Cirpreme
Certificate of Merit WINNER	Website Directed at Producers and All Others Serving Agribusiness Website Directed at Producers and All Others Serving Agribusiness	UFA The Alberta Wheat Commission	UFA.com FarmCash
Certificate of Merit WINNER	Social Community Building and Engagement Campaign	AdFarm Agriculture More Than Ever	Harvest of Thanks Canada's Agriculture Day 2018
Certificate of Merit WINNER	Social Tactic Social Tactic	Bayer CropScience Agriculture More Than Ever	Bayer Dog Day Canada's Agriculture Day 2018
Certificate of Merit WINNER	Smartphone Apps Smartphone Apps	University of Guelph Farm Credit Canada	Aphid Advisor AgExpert Field
Certificate of Merit WINNER	Overall Public Relations Program Overall Public Relations Program	Agriculture More Than Ever Canadian Canola Growers Association	Canada's Agriculture Day 2018 Can't Control the Weather Campaign
Certificate of Merit WINNER	Media Relations Media Relations	WinField United Canada Farm Credit Canada	WinField United Canada Announces Official Launch Farmland Values
Certificate of Merit WINNER	Public Affairs/Issues Management Program Public Affairs/Issues Management Program	Western Grains Research Foundation SaskCanola	Field Heroes Spot Blackleg
Certificate of Merit	News or Feature Article	Rocky Mountain Equipment	RME Water Management

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WINNER	News or Feature Article	Nutrien Ag Solutions	Q&A with Nutrien Ag Solutions	Nutrien Ag Solutions
Certificate of Merit	Persuasive Writing	RealAgriculture	Canada's NAFTA hopes now rest with America's Congress	RealAgriculture
WINNER	Persuasive Writing	Agriculture More than Ever	How one advocate changed a food conversation.	Farm Credit Canada
Certificate of Merit	Press Release	Farmers Edge	Product Development Pipeline	Farmers Edge
WINNER	Press Release	ADAMA Canada	ADAMA Canada - Thank A Retailer Announcement	Think Shift
WINNER	Press Release	Agriculture More Than Ever	Canada's Agriculture Day 2018	Farm Credit Canada
Certificate of Merit	Blogs	Syngenta Canada	SoyMasters 70 Bushel	Syngenta Canada
WINNER	Blogs	Farm Credit Canada	FCC Ag Economics	Farm Credit Canada
Certificate of Merit	Events - Customer or Internal	University of Guelph - Office of the President	University of Guelph - A Place to Grow	Kahntact
WINNER	Events - Customer or Internal	Farm Credit Canada	Ignite: FCC Young Farmer Summit	Farm Credit Canada
Certificate of Merit	Company and Association Newsletters	Agriculture Financial Services Corporation	AFSC AgLink	Agriculture Financial Services Corporation
WINNER	Company and Association Newsletters	Farm Marketer	Farm Marketer E-Newsletter	Farm Marketer
Certificate of Merit	Company and Association Magazines	Arysta	EVEREST 3.0	WS
WINNER	Company and Association Magazines	Farm Credit Canada	AgriSuccess Transition Special Edition	Farm Credit Canada
Certificate of Merit	Annual Reports or Other Specialty Publications	Nufarm	West, East and Horticulture Products Guide	AdFarm
WINNER	Annual Reports or Other Specialty Publications	Canola council of Canada	50 Years of Firsts - 2017 Annual Report	Tom Powell Design
WINNER	Annual Reports or Other Specialty Publications	Glacier FarmMedia Content Solutions	The Digital Farm Report: Innovation Readiness Study	Glacier FarmMedia Content Solutions
Certificate of Merit	Audio/Video: Broadcast News, Webinars, Podcasts or Taped Program	Federated Co-operatives Limited	Focus Week	Federated Co-operatives Limited
WINNER	Audio/Video: Broadcast News, Webinars, Podcasts or Taped Program	Farm Marketer	The Impact Farming Show	Farm Marketer
Certificate of Merit	Video: Directed at Producers and All Others Serving Agriculture	Farm Credit Canada	Here's to the Rancher	Farm Credit Canada
WINNER	Video: Directed at Producers and All Others Serving Agriculture	Bayer CropScience	It's Grow Time	McCann Canada
Certificate of Merit	Print Ad: Single	Arysta	EVEREST 3.0	WS
WINNER	Print Ad: Single	Bayer CropScience	Sencor STZ "Grower Vacations"	McCann Canada
Certificate of Merit	Print Ad: Series	BASF	InVigor	McCann Canada
WINNER	Print Ad: Series	Farm Credit Canada	Here's to Canadian Agriculture	Farm Credit Canada
Certificate of Merit	Trade Advertising	Canadian Food Grains Bank	Canadian Food Grains Bank -- Raise a Hand	AdFarm
WINNER	Trade Advertising	AdFarm	Holiday Card	AdFarm
Certificate of Merit	Unique Execution	Canadian Agricultural Safety Association	CASA BeGrainSafe Game	AdFarm
WINNER	Unique Execution	Climate FieldView	Climate FieldView Trailer	Sherpa Marketing
WINNER	Unique Execution	Farm Credit Canada	"What Food am I?" Children's activity books	Farm Credit Canada
Certificate of Merit	Advertorials	Manitoba Pork	Public Trust Campaign	6P Marketing
WINNER	Advertorials	RealAgriculture	TechTour Content Series	RealAgriculture
Certificate of Merit	Radio Commercial: Single	Arysta	EVEREST 3.0	WS
WINNER	Radio Commercial: Single	Farm Credit Canada	Here's to the rancher	Farm Credit Canada
Certificate of Merit	Radio Commercial: Series	Pioneer Hi-Bred	Pioneer Protector	Kahntact
WINNER	Radio Commercial: Series	Morris Industries Ltd.	Innovation Unearthed	WS
Certificate of Merit	Television Commercial: Single or Series	New Holland	New Holland and Pioneer: Support the Sport	Kahntact
WINNER	Television Commercial: Single or Series	BASF	InVigor - Out Farm The Field	McCann Canada
Certificate of Merit	Online Video Advertising	Bayer CropScience	Velocity	McCann Canada
WINNER	Online Video Advertising	Bayer CropScience	It's Grow Time	McCann Canada
Certificate of Merit	Audiovisual presentations directed at farmers, dealers or others serving agribusiness	AdFarm	Canada's Ag Day 2018 Event	AdFarm
WINNER	Audiovisual presentations directed at farmers, dealers or others serving agribusiness	BASF	InVigor Rate Video Series	McCann Canada
Certificate of Merit	Direct Mail: Print	Bayer CropScience	Sencor STZ "Grower Vacations"	McCann Canada
WINNER	Direct Mail: Print	Corteva Agriscience, Agriculture Division of DowDuPont	Go4Arylex Pop-out Direct Mail	AdFarm
Certificate of Merit	Direct Email (Email Marketing)	DuPont Crop Protection	Acapela fungicide - BOSE speaker direct email survey	Kahntact
WINNER	Direct Email (Email Marketing)	AdFarm	Harvest of Thanks	AdFarm
Certificate of Merit	Billboards or Other Outdoor Ads	Manitoba Pork	Public Trust Campaign	6P Marketing

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WINNER	Billboards or Other Outdoor Ads	Morris Industries Ltd.	Innovation Unearthed	WS
Certificate of Merit	Customer Brochures and Catalogs	Farm Credit Canada	Cash Flow Guide	Farm Credit Canada
WINNER	Customer Brochures and Catalogs	Bayer CropScience	Disease Swatch Book	McCann Canada
Certificate of Merit	Point-of-Purchase Materials	SeCan	SeCan 41/42 Oats Pen Card	Margrie Wallace
WINNER	Point-of-Purchase Materials	ADAMA Canada	DAVAI Charger & Poster	Think Shift
Certificate of Merit	Exhibits	Climate FieldView	Climate FieldView Trailer	Sherpa Marketing
WINNER	Exhibits	Ag for Life	Rural Safety Unit	AdFarm
Certificate of Merit	Premiums/Specialties	BASF	InVigor Rate	McCann Canada
WINNER	Premiums/Specialties	Farm Credit Canada	Moments and Milestones	Farm Credit Canada
Certificate of Merit	Corporate Identity	Farm Credit Canada	AgExpert Field	Farm Credit Canada
WINNER	Corporate Identity	Canada's Outdoor Farm Show	Canada's Outdoor Farm Show	Canada's Outdoor Farm Show
Certificate of Merit	Multimedia Campaigns - Total Budget less than \$200,000	RBC Royal Bank	RBC Feast in the Field National Contest	ZGM Modern Marketing Partners
WINNER	Multimedia Campaigns - Total Budget less than \$200,000	Bayer CropScience	Sencor STZ "Grower Vacations"	McCann Canada
Certificate of Merit	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Farm Credit Canada	Here's to Canadian Agriculture	Farm Credit Canada
WINNER	Multimedia Campaigns - Total Budget from \$200,000 to \$750,000	Bayer CropScience	It's Grow Time	McCann Canada
Certificate of Merit	Multimedia Campaigns - Total Budget of more than \$750,000	Corteva Agriscience, Agriculture Division of DowDuPont	Brevant Seeds	AdFarm
WINNER	Multimedia Campaigns - Total Budget of more than \$750,000	Morris Industries Ltd.	Innovation Unearthed	WS
Certificate of Merit	New-Product Introduction	Arysta	EVEREST 3.0	WS
WINNER	New-Product Introduction	Morris Industries Ltd.	Quantum	WS
Certificate of Merit	Print Ads, French	Egg Farmers of Ontario	2018 Who Made Your Eggs Today? Farmers like Tim	Egg Farmers of Ontario
WINNER	Print Ads, French	Bayer CropScience	Sencor STZ "Grower Vacations"	McCann Canada
Certificate of Merit	Online Media, French	Agriculture More Than Ever	Canada's Agriculture Day 2018	Farm Credit Canada
WINNER	Online Media, French	Bayer CropScience	Sencor STZ "Grower Vacations"	McCann Canada
Certificate of Merit	Specialty Promotion, Sales Support Materials, Literature, Corporate Literature, French	Farm Credit Canada	Allumés! Sommet FAC de la Relève Agricole	Farm Credit Canada
WINNER	Specialty Promotion, Sales Support Materials, Literature, Corporate Literature, French	Farm Credit Canada	Valeur Des Terres Agricoles	Farm Credit Canada