

2019 Best of CAMA FINALISTS



#	Category Name	Company	Entry	Agency
1	Multimedia Campaigns - Total Budget of \$200,000 - \$650,000	Bayer	Infinity FX – Wolves	McCann
1	Multimedia Campaigns - Total Budget of \$200,000 - \$650,000	Derek Groff	Bovikalc	adHOME Creative
1	Multimedia Campaigns - Total Budget of \$200,000 - \$650,000	Federated Co-operatives Limited	Invested in Your Legacy	N/A
1	Multimedia Campaigns - Total Budget of \$200,000 - \$650,000	Nutrien	ESN Smart Nitrogen	AdFarm
1	Multimedia Campaigns - Total Budget of \$200,000 - \$650,000	SeCan	SeCan 4-H Grow a Leader	Margrie Wallace
2	Multimedia Campaigns - Total Budget of More Than \$650,000	ADAMA Global	Made By Many	Think Shift
2	Multimedia Campaigns - Total Budget of More Than \$650,000	Federated Co-operatives Limited	Made By Us	N/A
2	Multimedia Campaigns - Total Budget of More Than \$650,000	Verdesian	Verdesian - Keep It In Your Plants	Think Shift
3	New Product Launch/Introduction	Bayer Animal Health	Victrio	McCann Canada
3	New Product Launch/Introduction	Bayer Canada	TruFlex	Think Shift
3	New Product Launch/Introduction	FCC	Women Entrepreneur Program	N/A
3	New Product Launch/Introduction	FCC	Young Farmer - FCC Starter Loan	N/A
3	New Product Launch/Introduction	Federated Co-operatives Limited	Grown with Purpose	N/A
4	Single Execution (Print or Digital)	adHOME Creative	LongRange	adHOME Creative
4	Single Execution (Print or Digital)	Bayer Canada	TruFlex	Think Shift
4	Single Execution (Print or Digital)	BrettYoung	Feed Them Like Family	LMNO
4	Single Execution (Print or Digital)	BrettYoung	Recover PO4	LMNO
4	Single Execution (Print or Digital)	FMC of Canada Limited	FMC Command Herbicide	Kahntact
5	Series Execution (Print or Digital)	Bayer Canada	TruFlex	Think Shift
5	Series Execution (Print or Digital)	Cibus	Cibus - Falco	Think Shift
5	Series Execution (Print or Digital)	Nutrien	ESN Smart Nitrogen	AdFarm
7	Unique Execution	Federated Co-operatives Limited	Grown with Purpose	N/A
7	Unique Execution	FMC of Canada Limited	Bayou Burnoff Contest False Cover and Gatefold	Kahntact
7	Unique Execution	La Terre de chez nous	Cahier 90 ieme anniversaire	N/A
8	Advertorials (Print or Digital)	FMC of Canada Limited	FMC Command Herbicide	Kahntact
8	Advertorials (Print or Digital)	GreenBelt Fund	Ethnic Food	AdFarm
8	Advertorials (Print or Digital)	La Terre de chez nous & its publications	Nos entreprises, notre fierté!	N/A
9	Radio: Single	FCC	Young Farmer - FCC Starter Loan	N/A
9	Radio: Single	FMC of Canada Limited	FMC Command Herbicide	Kahntact
9	Radio: Single	Morris Industries	Innovation Unearthed: The Horizon	WS
9	Radio: Single	UFA	Many Uses	C&B Advertising
10	Radio: Series	FMC of Canada Limited	FMC Herbicides	Kahntact
10	Radio: Series	UFA	Get it Done. Radio.	C&B Advertising
11	Television	Bayer Canada	TruFlex	Think Shift
11	Television	Cibus	Cibus - Falco	Think Shift
11	Television	Federated Co-operatives Limited	Invested in Your Legacy	N/A
11	Television	Pioneer Hi-Bred Limited	Pioneer Powered by Corteva	Kahntact

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#	Category Name	Company	Entry	Agency
12	Online Video Advertising	ADAMA Global	Made By Many	Think Shift
12	Online Video Advertising	FCC	AgExpert Accounting	N/A
12	Online Video Advertising	Nutrien	ESN Smart Nitrogen	AdFarm
12	Online Video Advertising	UFA	The Never-ending Day	C&B Advertising
13	Direct Mail	FMC of Canada Limited	FMC Authority Supreme Herbicide	Kahntact
13	Direct Mail	SeCan	Grow a Leader Mailer	Margrie Wallace
14	E-mail Marketing	FMC of Canada Limited	Bayou Burnoff Contest	Kahntact
14	E-mail Marketing	UFA	Meridian Beach - Harvest your way to Hula	N/A
15	Billboards or Other Out-Of-Home	Federated Co-operatives Limited	Fuelling Farms. Feeding Families.	N/A
15	Billboards or Other Out-Of-Home	Nutrien Ag Solutions	Six-Horse Hitch	N/A
15	Billboards or Other Out-Of-Home	UFA	Get it. Done.	C&B Advertising
15	Billboards or Other Out-Of-Home	UFA	Meridian Beach - Harvest your way to Hula	N/A
16	Customer Brochures and/or Catalogs	Bayer	Fungicide DST Guide	McCann
16	Customer Brochures and/or Catalogs	Bayer	Herbicide resistance, resistance	McCann
16	Customer Brochures and/or Catalogs	Bayer	2019 Crop Production Guide	McCann
16	Customer Brochures and/or Catalogs	Snobelen Farms Ltd.	Snobelen Winter Wheat Catalogue	31st Line Strategic Communications
16	Customer Brochures and/or Catalogs	UFA	UFA Member Report	C&B Advertising
17	Point-of-Purchase Material(s)	Bayer	Herbicide Retail Kit	McCann
17	Point-of-Purchase Material(s)	FMC of Canada Limited	Authority Herbicide Die-cut POP	Kahntact
17	Point-of-Purchase Material(s)	FMC of Canada Limited	FMC Authority 480 Herbicide Retail Posters	Kahntact
18	Exhibits	Alberta Wheat & Barley	Grain Gallery Tradeshow Booth and Augmented Reality	AdFarm
18	Exhibits	Corteva Agriscience	Food Story Activation - AIM	FleishmanHillard HighRoad
18	Exhibits	Federated Co-operatives Limited	Co-op's Trade Show Experience	N/A
19	Promotional Item	FMC of Canada Limited	Bayou Burnoff Contest Premiums	Kahntact
19	Promotional Item	N/A	Soggy Ginger	WS
19	Promotional Item	SeCan	Whistler Puzzle	Margrie Wallace
19	Promotional Item	Vive Crop Protection	Alloperse Dog Toy	N/A
20	Logo Design	Federated Co-operatives Limited	Grown with Purpose	N/A
20	Logo Design	FMC of Canada Limited	Bayou Burnoff Contest Logo	Kahntact
20	Logo Design	Haywire Creative Inc.	Canadian Agronomist logo	AdMaki
20	Logo Design	Kief Cannabis Company	Kief Cannabis Company	Sherpa Marketing
21	Overall Industry Relations Program	Corteva Agriscience	SPIN Initiative	FleishmanHillard HighRoad
21	Overall Industry Relations Program	Verdesian	Learning Management System	Think Shift
22	Media Relations	New Holland	New Holland Launches Genesis T8	AdFarm
22	Media Relations	RealAgriculture	RealAgriculture Audience Survey	N/A
22	Media Relations	Top Crop Manager	2019-20 Top Crop Manager Media Kit	N/A

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#	Category Name	Company	Entry	Agency
23	Crisis Communications, Issues Management, Government Relations	CropLife Canada	Manage Resistance Now Campaign	Synthesis
23	Crisis Communications, Issues Management, Government Relations	FCC	Mental Health	AdFarm
23	Crisis Communications, Issues Management, Government Relations	Grain Farmers of Ontario	DON in corn	N/A
23	Crisis Communications, Issues Management, Government Relations	Top Crop Manager	Focus On: Succession Planning	N/A
24	News or Feature Article	Canadian Association of Agri-Retailers	A Persistent Perception Challenge	Suckerpunch Creative
24	News or Feature Article	CropLife Canada	Manage Resistance Now Feature Article	Synthesis
24	News or Feature Article	FMC of Canada Limited	Grain Safety / FMC Supports Canadian Agricultural Safety Association	Kahntact and Dr. Owen Roberts
25	Persuasive Writing	RealAgriculture	Some good news about glyphosate... but does it matter?	N/A
25	Persuasive Writing	Think Shift	Agri-Culture Content Series	Think Shift
25	Persuasive Writing	Think Shift	NAFTA	Think Shift
26	Press Release (Industry Media)	Botaneco Inc.	Botaneco Press Release	WS
26	Press Release (Industry Media)	Croplands Equipment	Croplands Equipment WEED-IT Launch	AdFarm
26	Press Release (Industry Media)	CropLife Canada	Manage Resistance Now Launch New Release	Synthesis
27	Blogs	Climate FieldView	This is my story	Sherpa Marketing
27	Blogs	FCC	Follow the Cow Blog Series	N/A
27	Blogs	Haywire Creative Inc.	Canadian Agronomist blog	AdMaki
27	Blogs	Think Shift	Agri-Culture Content Series, Real Ag	Think Shift
28	Events	Bayer	"Cream of the Crop"	McCann Canada
28	Events	Canola Council of Canada and Canada Grains Council	Leading Change – Canadian Crops Convention	Tom Powell Design
28	Events	Farmers Edge	High-Tech Career Summit	N/A
28	Events	FCC	Canada's Agriculture Day	N/A
28	Events	Grain Farmers of Ontario	March Classic	N/A
28	Events	UFA	Farmer's Day	C&B Advertising
30	Company and Association Magazines	Arysta LifeScience (now UPL)	Newground Magazine	WS
30	Company and Association Magazines	Grain Farmers of Ontario	Ontario Grain Farmer	N/A
30	Company and Association Magazines	Ontario Agricultural College, University of Guelph	2019 LIBRANNI	N/A
31	Company Publications - Annual Reports or Other Specialty Publications	4-H Canada	4-H Canada Alumni Magazine	AdFarm / In-House
31	Company Publications - Annual Reports or Other Specialty Publications	Canola Council of Canada	The Power of Partnership - 2018 Annual Report	Tom Powell Design
31	Company Publications - Annual Reports or Other Specialty Publications	Kahntact and Nourish Food Marketing	The Nourish 2019 Trend Report	Kahntact and Nourish Food Marketing
31	Company Publications - Annual Reports or Other Specialty Publications	Manitoba Canola Growers	How To Eat More Veggies Together	Tom Powell Design
31	Company Publications - Annual Reports or Other Specialty Publications	PRIDE Seeds	PRIDE Seeds 2020 Yield Guide	Bark Communications
32	Audio/Video: Broadcast news, webinars, podcasts or taped program	Farm Marketer	The Impact Farming Show - A Farmer's Journey Through Stress, Depression & Anxiety	N/A
32	Audio/Video: Broadcast news, webinars, podcasts or taped program	Grain Farmers of Ontario	GrainTALK podcast	N/A
32	Audio/Video: Broadcast news, webinars, podcasts or taped program	Ontario Agricultural College, University of Guelph	The Why & How Podcast	N/A

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#	Category Name	Company	Entry	Agency
33	Video	4-H Canada	Creating Lasting Impact - Hands to Larger Service	Bestlight Media
33	Video	Climate FieldView	Climate Farmer stories	Sherpa Marketing
33	Video	Corteva Agriscience	Bryce Eger Rant Video - GFO March Classic	FleishmanHillard HighRoad
33	Video	Honey Bee Research Centre, Ontario Agricultural College, University of Guelph	Beekeeping How To Video Series	N/A
33	Video	UFA	The Never-ending Day	C&B Advertising
34	Web Advertising	BrettYoung	Bean of Your Dreams	LMNO
34	Web Advertising	BrettYoung	Recover PO4	LMNO
34	Web Advertising	Honey Bee	AirFlex SDX	LMNO
34	Web Advertising	UPL	INFERNO TRIO	WS
34A	Pay-Per-Click Ads	Corteva Agriscience	Pixxaro Herbicide - New F Word	FleishmanHillard HighRoad
34A	Pay-Per-Click Ads	FCC	Young Farmer - FCC Starter Loan	N/A
34A	Pay-Per-Click Ads	G3	Launch Your Grain with G3	6P Marketing
34A	Pay-Per-Click Ads	UFA	The Never-ending Day	C&B Advertising
34A	Pay-Per-Click Ads	UFA	Meridian Beach - Harvest your way to Hula	N/A
35	Website	CropLife Canada	Manage Resistance Now	Synthesis
35	Website	FMC of Canada Limited	Bayou Burnoff Contest	Kahntact
35	Website	Haywire Creative Inc.	Canadian Agronomist	AdMaki
35	Website	RealAgriculture	RealAgriculture	N/A
35	Website	Vive Crop Protection	Vive Crop Protection	WS
36	Social Media Management	CropLife Canada	@CropLifeCanada	N/A
36	Social Media Management	Syngenta Canada Inc.	@SyngentaCanada Twitter Channel	N/A
36	Social Media Management	Western Grains Research Foundation	Field Heroes Social Media	Synthesis
37	Social Tactic	Alberta Wheat Commission	Life's Simple Ingredient Family Day Contest	AdFarm
37	Social Tactic	Bayer	Farm Dog of the Year	McCann
37	Social Tactic	Ontario Agricultural College, University of Guelph	Quotes from OAC Students	N/A
37	Social Tactic	SeCan	4-H Selfie Program	Margrie Wallace
39	Company or Producer-Funded Advertising Campaign Directed at the General Public	Dairy Farmers of Ontario	DFO Spring Campaign 2019	No Fixed Address Inc.
39	Company or Producer-Funded Advertising Campaign Directed at the General Public	Federated Co-operatives Limited	Made By Us	N/A
40	Company or Producer-Funded Advertising Campaign Tactic Directed at the General Public	Alberta Wheat & Barley	Grain Gallery Tradeshow Booth and Augmented Reality	AdFarm
40	Company or Producer-Funded Advertising Campaign Tactic Directed at the General Public	CropLife Canada	Bees Matter pop-up honey bee pie shop	Weber Shandwick
40	Company or Producer-Funded Advertising Campaign Tactic Directed at the General Public	Dairy Farmers of Ontario	DFO Spring Campaign 2019 - "The Letter" TV Ad	No Fixed Address Inc.
40	Company or Producer-Funded Advertising Campaign Tactic Directed at the General Public	Peak of the Market	Peak of the Market - Potahto Week	Think Shift
41	Company or Producer-Funded Public Relations Campaign Directed at the General Public	CropLife Canada	Real Farm Lives	Edelman Canada
41	Company or Producer-Funded Public Relations Campaign Directed at the General Public	Food Day Canada	Food Day Canada	Loft32 and Kahntact
41	Company or Producer-Funded Public Relations Campaign Directed at the General Public	Ontario Federation of Agriculture	OFA Slow Moving Vehicle Campaign	AdFarm
42	Company or Producer-Funded PR Campaign Tactic Directed at the General Public	Grain Farmers of Ontario	Grade 3 Teacher's Kit	N/A
42	Company or Producer-Funded PR Campaign Tactic Directed at the General Public	Grain Farmers of Ontario	Crop Up Restaurants	N/A
42	Company or Producer-Funded PR Campaign Tactic Directed at the General Public	Grain Farmers of Ontario	What's so scary about GMO's?	N/A
44	Social Media Campaign Directed at the General Public	Durham Dairy Producers	Food For Thought	Farm Boy Productions
44	Social Media Campaign Directed at the General Public	Food Day Canada	Food Day Canada	Loft32 and Kahntact
44	Social Media Campaign Directed at the General Public	Verdesian	Bob Fern	Think Shift

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#	Category Name	Company	Entry	Agency
45	Specialty Advertising & PR Campaigns & Tactics	Bayer Environmental Science	Bayer - #tbys	Bark Communications
45	Specialty Advertising & PR Campaigns & Tactics	Bayer Environmental Science - Canada	Bayer - Women in Golf	Bark Communications
45	Specialty Advertising & PR Campaigns & Tactics	Conviron	Proven. Profitable.	6P Marketing
45	Specialty Advertising & PR Campaigns & Tactics	Elanco Canada	Galliprant Box & Ball Teaser	WS
45	Specialty Advertising & PR Campaigns & Tactics	Masterfeeds	Masterfeeds Master Care Life Plan	N/A
48	Print Ads, French	Bayer Animal Health	Victrio	McCann Canada
48	Print Ads, French	FCC	Young Farmer - FCC Starter Loan	N/A
48	Print Ads, French	SeCan	AAC Nicolas Oats	Margie Wallace
50	Specialty Tactic, French	Egg Farmers of Ontario	Les oeufs, simplement parfaits resource	N/A
50	Specialty Tactic, French	Elanco Canada	Combo Detail Aid	WS
50	Specialty Tactic, French	FCC	AgExpert Accounting Video	N/A
50	Specialty Tactic, French	FMC of Canada Limited	Authority Herbicide Direct Mailer	Kahntact
50	Specialty Tactic, French	La Terre de chez nous & its publications	Nos entreprises, notre fierté!	N/A