

## Best of CAMA 2020 Categories

All categories can accept English or French entries.

### LIST OF CATEGORIES TARGETED TO AGRIBUSINESS AUDIENCES:

**ADVERTISING** – Campaigns, ads, direct mail and other “paid” materials whose primary audience is industry or others serving agri-business (unless otherwise specified).

**CAMPAIGNS** – Directed at industry or others serving agribusiness.

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

1. Multimedia Campaign – Total budget of \$200,000 - \$650,000
2. Multimedia Campaign – Total budget of more than \$650,000
3. New Product Launch/Introduction. May contain all forms of marketing. No budget restrictions.

**PUBLICATION ADVERTISING (Print or Digital)** - Directed at industry or others serving agribusiness.

4. Single Execution (print or digital publications, any size)
5. Series Execution (print or digital publications, any size); min 2, max 5
6. Unique Execution (includes all print or digital executions, i.e. pop-ups, preprinted inserts, multiple units, belly bands, wraps, bags, etc.); any size/format.

**BROADCAST MEDIA** – Directed at industry or others serving agribusiness or general public.

#### Acceptable file formats for electronic submission:

- Audio: MP3
  - Video: Submit a public URL from YouTube. Supplied digital files for video will no longer be uploaded or accepted. Ensure there are no security issues to access the video.
7. Radio – Single (any length)
  8. Radio – Series (any length); min 2, max 5

9. Television – Single or Series (any length)

**DIRECT/TARGET MARKETING** – Directed at industry or others serving agribusiness.

10. Direct Mail (print/physical)

11. E-mail Marketing

**OUTDOOR** – Directed at industry or others serving agribusiness.

12. Billboard or other OOH – single or series

**COLLATERAL** – Directed at industry or others serving agribusiness, unless otherwise stated.

13. Customer brochure

14. Point-of-purchase material(s)

15. Exhibit (trade and farm show booths, interactions, etc.)

16. Promotional Item

**BRAND IDENTITY**

17. Logo Design. Directed at either industry or general public. Logo only.

18. Corporate Identity – ie business cards, letterhead, etc.

**INDUSTRY RELATIONS** – Directed at industry or others serving agribusiness, unless otherwise stated.

**INDUSTRY RELATIONS**

19. Overall Industry Relations Program – supporting product, service or corporate image (include paid as well as non-paid tactics)

20. Media Relations – including media kits and packages and all other media relations activities

21. Crisis Communications, Issues Management, Government Relations. Directed at either non-agriculture (i.e. general public) and/or agriculture audiences. Programs that address issues, trends or attitudes that have a significant impact on an organization or sector.

**WRITING** – Directed at industry or others serving agribusiness.

22. News or Feature Article (non-paid editorial); delivered via any medium
23. Persuasive Writing – speeches, op-eds, commentaries; delivered via any medium
24. Press Release (industry media)
25. Blog – single or series
26. Advertorials – Paid (print or digital); single or series

**EVENTS** – Directed to either non-agriculture (i.e. general public) and/or agriculture audiences.

27. Event – customer or internal event. Includes events developed for product promotion, commemorations, openings, centennials, celebrations, etc.

**PUBLICATIONS** – Directed at industry or others serving agribusiness.

28. Newsletters – print or electronic; issued on a regular basis
29. Magazines – print or electronic; issued on a regular basis
30. Specialty publications – print or electronic; i.e. annual report, product catalogue or other specialty publication

**AUDIO/VIDEO** – Directed at industry or others serving agribusiness.

**Acceptable file formats for electronic submission:**

- Audio: MP3
  - Video: Submit a public URL from YouTube. Supplied digital files for video will no longer be uploaded or accepted. Ensure there are no security issues to access the video.
31. Specialty: Event, corporate, webinars, podcasts or recorded program (paid and non-paid placement)
  32. Product or Service Video

**DIGITAL** - Directed at industry or others serving agribusiness.

## DIGITAL MARKETING

- Web Advertising - Enter a **demonstration URL or screen grab**
- 33. Web Advertising (display ads such as banners, big box ads, etc.)
- 34. Pay-Per-Click Campaign – including Google, social ads, etc.
- 35. Online Video Advertising – (pushed out via digital advertising)

**WEBSITES** – Directed at industry or others serving agribusiness.

- 36. Website

**SOCIAL MEDIA** – Directed at industry or others serving agribusiness.

**For social media, please submit screen grabs, PDFs or other digital assets of all relevant materials.**

- 37. Social Media Management – content development, community building and engagement
- 38. Social Specialty– a specific activity (i.e. contest, response-generating activity such as Facebook Live or a Tweet-up, etc.)

**APPS** – Directed at either industry or non-agriculture (i.e. general public) audiences.

**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.**

- 39. Smartphone Apps

## LIST OF CATEGORIES TARGETED TO PUBLIC & SPECIALTY AUDIENCES

**PUBLIC** - All work in consumer categories must represent efforts to reach the general public, or influence public perceptions or actions, on behalf of agricultural issues, organizations or initiatives.

40. Company or Industry-Funded Advertising Campaign directed at the general public
41. Company or Industry-Funded Advertising Tactic directed at the general public
42. Company or Industry-Funded Public Relations Campaign directed at the general public (not paid advertising)
43. Company or Industry-Funded Public Relations Tactic directed at the general public (not paid advertising)
44. Website directed at the general public
45. Social Media campaign directed at the general public

**SPECIALTY** - Includes companion animal, equine, and cannabis. Directed at either industry or non-agriculture (i.e. general public) audiences.

46. Specialty Advertising Campaign
47. Specialty Public Relations Campaign
48. Specialty Tactic (all disciplines, i.e. advertisements, digital, collateral, direct mail, event, grassroots, etc.)

**49. COVID-19 – Anything generated or implemented because of Covid-19.**

Directed to either non-agriculture (i.e. general public) and/or agriculture audiences. No specific timeframe for when the tactic was generated and/or implemented. **No charge for entry.** One submission per company.

## **Best of Show Categories**

The winning entry from each category is judged again to determine the Best of Show entry in the following categories:

BEST OF SHOW Advertising

BEST OF SHOW Industry Relations

BEST OF SHOW Digital

BEST OF SHOW Public

BEST OF SHOW Specialty