

BEST OF CAMA 2021

CATEGORIES

ALL CATEGORIES CAN
ACCEPT ENGLISH OR
FRENCH ENTRIES.

1

CAMA ACAM

LIST OF CATEGORIES TARGETED TO AGRIBUSINESS AUDIENCES:

MARKETING

**CAMPAIGNS, ADVERTISEMENTS, DIRECT MAIL AND OTHER “PAID” MATERIALS
WHOSE PRIMARY AUDIENCE IS INDUSTRY OR OTHERS SERVING AGRIBUSINESS
(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 Marketing Campaign – Total budget of up to \$650,000
2. Multimedia Marketing 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.

7. Radio – Single (any length)
8. Radio – Series (any length); min 2, max 5
9. Television – Single or Series (any length)

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.

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

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2

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MARKETING

COLLATERAL

DIRECTED AT INDUSTRY OR OTHERS SERVING AGRIBUSINESS,
UNLESS OTHERWISE STATED.

13. Company and/or product 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 – application, i.e. business card, 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
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.

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3

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INDUSTRY RELATIONS

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.

31. Specialty – Event, corporate, webinars, podcasts or recorded program (paid and non-paid placement)
32. Product or Service Video

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.

DIGITAL

DIRECTED AT INDUSTRY OR OTHERS SERVING AGRIBUSINESS.

DIGITAL MARKETING

33. Website Advertising – including 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 marketing

Enter a demonstration URL or screen grab.

WEBSITES

DIRECTED AT INDUSTRY OR OTHERS SERVING AGRIBUSINESS.

36. Website
37. Micro-site or landing page – promotional site promoting a particular product or service

SOCIAL MEDIA

DIRECTED AT INDUSTRY OR OTHERS SERVING AGRIBUSINESS.

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

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

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4

CAMA ACAM

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 Marketing Campaign directed at the general public
41. Company or Industry-Funded Marketing Tactic directed at the general public
42. Company or Industry-Funded Public Relations Tactic(s) directed at the general public (using non-paid advertising)
43. Website directed at the general public
44. Social Media Campaign directed at the general public

SPECIALTY MARKETS

INCLUDES COMPANION ANIMAL, EQUINE, AND CANNABIS ONLY. DIRECTED AT EITHER INDUSTRY OR NON-AGRICULTURE (I.E. GENERAL PUBLIC) AUDIENCES.

45. Specialty Marketing Campaign
46. Specialty Public Relations Tactic(s) (using non-paid advertising)
47. Specialty Tactic (all disciplines, i.e. advertisements, digital, collateral, direct mail, event, grassroots, etc.)

COVID 19

ANYTHING GENERATED OR IMPLEMENTED BECAUSE OF COVID-19. DIRECTED TO EITHER NON-AGRICULTURE (I.E. GENERAL PUBLIC) AND/OR AGRICULTURE AUDIENCES.

48. No specific timeframe for when the tactic was generated and/or implemented. No charge for entry. One submission per company. This category will not be judged. Entries will be on display during the virtual Best of CAMA event.

BEST OF SHOW

THE WINNING ENTRY FROM EACH CATEGORY IS JUDGED AGAIN TO DETERMINE THE BEST OF SHOW ENTRY IN THE FOLLOWING CATEGORIES:

BEST OF SHOW MARKETING

BEST OF SHOW INDUSTRY RELATIONS

BEST OF SHOW DIGITAL

BEST OF SHOW PUBLIC