

2021 Best of CAMA Finalists-REV



Tags	CAT #	Category	Entry	Company/Client Name	Agency Name
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	Get Back To What You Love	Bayer Crop Science	McCann
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	Art of Potatoes	Bayer Crop Science	McCann
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	GROWN WITH PURPOSE™	Federated Co-operatives Limited	Studio 10 Productions
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	Co-op Agro: Premium Diesel	Federated Co-operatives Limited	Studio 10 Productions
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	G3 Impressive Numbers	G3 Canada	6P Marketing
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	UPL Canada - OHM Biosolutions Campaign	UPL	WS
Finalist	2	Multimedia Campaigns - Total Budget of More Than \$650,000	DEKALB - The Seed For Every Season	Bayer Crop Science	McCann
Finalist	2	Multimedia Campaigns - Total Budget of More Than \$650,000	Bayer - It's Grow Time	Bayer Crop Science	McCann
Finalist	2	Multimedia Campaigns - Total Budget of More Than \$650,000	Pioneer Seeds - Bust Through Campaign	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	3	New Product Launch/Introduction	BUTEO Start - Protect That Start Of The Season Feelin'	Bayer Crop Science	McCann
Finalist	3	New Product Launch/Introduction	The Next Generation of Inoculants	BrettYoung	LMNO Consulting
Finalist	3	New Product Launch/Introduction	Corteva Agriscience - Exhilarate Launch	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	3	New Product Launch/Introduction	Co-op Agro: Premium Diesel	Federated Co-operatives Limited	Studio 10 Productions
Finalist	3	New Product Launch/Introduction	Nexus BioAg - BioniQ Launch	Nexus BioAg	Sherpa.McKim
Finalist	3	New Product Launch/Introduction	WinField United Unpacked	WinField United Canada	Balloonfish
Finalist	4	Single Execution (Print or Digital)	Bayer - BayerValue Calculator/Digital	Bayer Crop Science	McCann
Finalist	4	Single Execution (Print or Digital)	Bayer - BayerValue Climate FieldView Tablet/Digital	Bayer Crop Science	McCann
Finalist	4	Single Execution (Print or Digital)	So good it is Tru!	BrettYoung	LMNO Consulting
Finalist	4	Single Execution (Print or Digital)	Glass half empty? Never!	BrettYoung	LMNO Consulting
Finalist	4	Single Execution (Print or Digital)	The Next Generation of Inoculants	BrettYoung	LMNO Consulting
Finalist	4	Single Execution (Print or Digital)	Corteva Agriscience - LumiGEN Infographic	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	4	Single Execution (Print or Digital)	Kochia Sucks Cover Wrap	Nufarm	AdFarm
Finalist	5	Series Execution (Print or Digital)	Alberta Beef Producers - ABPDaily.com Print Campaign	Alberta Beef Producers	WS
Finalist	5	Series Execution (Print or Digital)	Bayer - Art of Potatoes	Bayer	McCann
Finalist	5	Series Execution (Print or Digital)	Bayer Fungicides - It's Grow Time	Bayer Crop Science	McCann
Finalist	5	Series Execution (Print or Digital)	Pioneer Seeds - Bust Through Brand Ad	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	5	Series Execution (Print or Digital)	G3 Impressive Numbers	G3 Canada	6P Marketing
Finalist	5	Series Execution (Print or Digital)	UPL Canada - OHM Biosolutions Ads	UPL	WS
Finalist	7	Radio: Single	Bayer Proline Gold - Make My Spray	Bayer Crop Science	McCann
Finalist	7	Radio: Single	So good it is Tru!	BrettYoung	LMNO Consulting
Finalist	7	Radio: Single	G3 Impressive Numbers	G3 Canada	6P Marketing
Finalist	7	Radio: Single	Kochia Sucks Radio Ad	Nufarm	AdFarm
Finalist	7	Radio: Single	WinField United Unpacked Radio	WinField United Canada	Balloonfish
Finalist	9	Television	FCC Integrated Campaign TV Series	FCC	FCC In-House Agency
Finalist	9	Television	GROWN WITH PURPOSE™	Federated Co-operatives Limited	Studio 10 Productions
Finalist	9	Television	Never Ending Way - TV Single	UFA	C&B Advertising
Finalist	10	Direct Mail	Bayer - Trilex - Water Bottle	Bayer Crop Science	McCann
Finalist	10	Direct Mail	So good it is Tru!	BrettYoung	LMNO Consulting
Finalist	10	Direct Mail	Decisive Farming Colony Management Direct Mailer	Decisive Farming by TELUS Agriculture	UrbanInk
Finalist	10	Direct Mail	FCC Atlantic Direct Mail	FCC	FCC In-House Agency
Finalist	10	Direct Mail	2021 Virtual March Classic Attendee Kits	Grain Farmers of Ontario	In-house

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Finalist	11	E-mail Marketing	AdFarm Holiday E-Card	AdFarm	AdFarm
Finalist	11	E-mail Marketing	Bayer - The Bayer Insider	Bayer Crop Science	McCann
Finalist	11	E-mail Marketing	Premium Diesel Nurture Campaign	Federated Co-operatives Limited	WS
Finalist	11	E-mail Marketing	Fall Soil Active E-mail Campaign	Nufarm	AdFarm
Finalist	12	Billboards or Other Out-Of-Home	Canadian Foodgrains Bank Digital Billboard	Canadian Foodgrains Bank	AdFarm
Finalist	12	Billboards or Other Out-Of-Home	Equipping your farm for growth	CWB National Leasing	In-house
Finalist	12	Billboards or Other Out-Of-Home	AIM EC herbicide billboards	FMC Canada	Kahntact
Finalist	12	Billboards or Other Out-Of-Home	Clean Fields Community Yields billboards	FMC Canada	Kahntact
Finalist	13	Company and/or product brochures	Bayer - The Crop Production Guide	Bayer Crop Science	McCann
Finalist	13	Company and/or product brochures	Ontario's grain markets	Grain Farmers of Ontario	In-house
Finalist	13	Company and/or product brochures	Research Review	Western Grains Research Foundation	Synthesis Agri-Food Network
Finalist	14	Point-of-Purchase Material(s)	BrettYoung Canola Bags	BrettYoung	LMNO Consulting
Finalist	14	Point-of-Purchase Material(s)	BrettYoung Forage Bags	BrettYoung	LMNO Consulting
Finalist	14	Point-of-Purchase Material(s)	Agro Advisor Publications	Federated Co-operatives Limited	WS
Finalist	15	Exhibits	FMC March Classic - Virtual Tradeshow Booth	FMC Canada	Kahntact
Finalist	15	Exhibits	Nutrien Premium Fertilizer Technologies Tradeshow iPad Hub	Nutrien Premium Fertilizer Technologies	AdFarm
Finalist	15	Exhibits	Manitoba Ag Days Virtual Exhibit	SeCan	Margrie Wallace
Finalist	16	Promotional Item	Bayer - Cereal Herbicide - Tacklebox	Bayer Crop Science	McCann
Finalist	16	Promotional Item	FCC Québec Spices Campaign	FCC	In-house
Finalist	16	Promotional Item	Harvest Tailgate Bags	Federated Co-operatives Limited	In-house
Finalist	16	Promotional Item	Authority Supreme Rap Sheets	FMC Canada	Kahntact
Finalist	16	Promotional Item	Travallas - Soda Stream Retail Premium	FMC Canada	Kahntact
Finalist	16	Promotional Item	You take your coffee black	United Farmers of Alberta	In-house
Finalist	17	Logo Design	FMC - Let's Talk Shop National Contest logo	FMC Canada	Kahntact
Finalist	17	Logo Design	Clean Fields Community Yields logo	FMC Canada	Kahntact
Finalist	17	Logo Design	Portal	S3 Media	S3 Media
Finalist	17	Logo Design	Serca	Serca	LMNO Consulting
Finalist	17	Logo Design	CR*FT Logo	Village Brewery	AdFarm
Finalist	18	Corporate Identity	AdFarm Corporate Identity	AdFarm	AdFarm
Finalist	18	Corporate Identity	Bee Maid Honey Limited Corporate Identity	Bee Maid Honey Limited	Fusion Communications Group
Finalist	18	Corporate Identity	Farm Fresh Rebrand	Farm Fresh Ontario	Geddie Advertising
Finalist	18	Corporate Identity	GrainFox	FarmLink	Sherpa.McKim
Finalist	18	Corporate Identity	Pulse Canada Corporate Identity	Pulse Canada	Think Shift
Finalist	18	Corporate Identity	Serca	Serca	LMNO Consulting
Finalist	19	Overall Industry Relations Program	Farming Biogas Campaign	Canadian Biogas Association	Synthesis Agri-Food Network
Finalist	19	Overall Industry Relations Program	Corteva Agriscience - Range & Pasture Experts	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	19	Overall Industry Relations Program	ESN Smart Nitrogen ESG Campaign	ESN Smart Nitrogen	AdFarm
Finalist	19	Overall Industry Relations Program	Clean Fields Community Yields	FMC Canada	Kahntact
Finalist	19	Overall Industry Relations Program	Never Ending Way / Farmer's Day - Industry Relations	UFA	C&B Advertising

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Finalist	20	Media Relations	Corteva Agriscience - Exhilarate Launch Media Relations	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	20	Media Relations	Smart Nutrition MAP+MST Media Launch Event	Nutrien Smart Nutrition MAP+MST	AdFarm
Finalist	20	Media Relations	Image Bank Media Kit	SeedMaster	AdFarm
Finalist	21	Crisis Communications, Issues Management, Government Relations	2030 Canadian Beef Industry Goals	Canadian Roundtable for Sustainable Beef (CRSB) / Canadian Beef Advisors	In-house
Finalist	21	Crisis Communications, Issues Management, Government Relations	Safety Vest Campaign	Cargill Animal Nutrition/Purina	Turnpike Creative
Finalist	21	Crisis Communications, Issues Management, Government Relations	Nature Nurtured	CroLife Canada	In-house
Finalist	21	Crisis Communications, Issues Management, Government Relations	OFA Virtual Lobby Day 2021	Ontario Federation of Agriculture	In-house
Finalist	22	News or Feature Article	Cooking by Degrees - Brisket as good on Tuesday as it was on Sunday	Canadian Roundtable for Sustainable Beef / Canada Beef and the Public and Stakeholder Engagement Program / Canadian College and University Food Service Association	Kahntact
Finalist	22	News or Feature Article	Cooking by Degrees - Grandma didn't make stew that tastes like this	Canadian Roundtable for Sustainable Beef / Canada Beef and the Public and Stakeholder Engagement Program / Canadian College and University Food Service Association	Kahntact
Finalist	22	News or Feature Article	Wheat Midge: Protecting Against Another Outbreak	Canadian Wheat Research Coalition	Synthesis Agri-Food Network
Finalist	22	News or Feature Article	Agent Stories	United Farmers of Alberta	In-house
Finalist	22	News or Feature Article	Pandemic Problem Solving Feature Article	Western Grains Research Foundation	Synthesis Agri-Food Network
Finalist	23	Persuasive Writing	I don't have time to write this post, and that's exactly why I'm writing it	RealAgriculture	In-house
Finalist	23	Persuasive Writing	The Evolution of Agrimarketing	Think Shift	Think Shift
Finalist	23	Persuasive Writing	Diversity, Inclusion and Belonging Storytelling Series	United Farmers of Alberta	In-house
Finalist	23	Persuasive Writing	WS - Forgotten Female Farmers - Ag's Missed Opportunity Article	WS	WS
Finalist	24	Press Release	Farming Biogas News Release	Canadian Biogas Association	Synthesis Agri-Food Network
Finalist	24	Press Release	Yield Enhancement Network	Grain Farmers of Ontario	In-house
Finalist	24	Press Release	Launch Press Release	Lovingly Made Ingredients	AdFarm
Finalist	25	Blogs	The Kahntact Blog	Kahntact	Kahntact
Finalist	25	Blogs	The Nourish Report	Nourish Food Marketing	Kahntact
Finalist	25	Blogs	Sulfur fertilizers and potential moisture absorption	Nutrien Smart Nutrition MAP+MST	AdFarm
Finalist	25	Blogs	WS - Wonder - The WS Blog	WS	WS
Finalist	26	Advertorials (Print or Digital)	Range & Pasture Advertorials	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	26	Advertorials (Print or Digital)	AgExpert – How digitization is changing the face of farming	FCC	In-house
Finalist	26	Advertorials (Print or Digital)	Hummingbird Technologies "Target Your Crop Needs"	TELUS Agriculture	Urban Ink
Finalist	27	Events	Purina Leaders Council	Cargill Animal Nutrition/Purina	Turnpike Creative
Finalist	27	Events	Decisive Farming Crop Tour 2021	Decisive Farming by TELUS Agriculture	UrbanInk
Finalist	27	Events	Food Day Canada	Food Day Canada	Loft32/Kahntact
Finalist	27	Events	2021 Virtual March Classic	Grain Farmers of Ontario	In-house
Finalist	27	Events	Canola Eat Well Learn-along Series	Canola Eat Well	Tom Powell Design / Buzzing & Branding
Finalist	29	Magazines	Nourishing Minds Series	Agriculture for Life	AdFarm
Finalist	29	Magazines	FCC AgriSuccess – March 2021 edition	FCC	In-house
Finalist	29	Magazines	Small Farm Canada	Small Farm Canada - A Farms.com Company	In-house

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Finalist	30	Specialty Publications	AITC-C Annual Progress Report 2020/21	Agriculture in the Classroom Canada	In-house
Finalist	30	Specialty Publications	Resilient.Responsive.Ready.	Canola Council of Canada	Tom Powell Design
Finalist	30	Specialty Publications	FCC Food and Beverage Report 2021	FCC	In-house
Finalist	30	Specialty Publications	Rural Routes Flyers	Federated Co-operatives Limited	In-house
Finalist	30	Specialty Publications	Agro Advisor Publications	Federated Co-operatives Limited	WS
Finalist	30	Specialty Publications	2021 Nourish Trend Report	The Nourish Network	Kahntact
Finalist	31	Specialty: Event, corporate, webinars, podcasts or recorded program	Alta "Because I Am a Farmer" Corporate Video	Alta Genetics	In-house
Finalist	31	Specialty: Event, corporate, webinars, podcasts or recorded program	Pioneer Seeds - Made To Grow Podcast	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	31	Specialty: Event, corporate, webinars, podcasts or recorded program	The Agronomists	RealAgriculture	In-house
Finalist	31	Specialty: Event, corporate, webinars, podcasts or recorded program	Ontario Diagnostic Days	RealAgriculture	In-house
Finalist	32	Product or Service Video	The Next Generation of Inoculants	BrettYoung	LMNO Consulting
Finalist	32	Product or Service Video	Brevant seeds - Behind The Seed Video	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	32	Product or Service Video	Pioneer Seeds - Bust Through Video	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	32	Product or Service Video	AgExpert Field and Accounting Product Videos	FCC	FCC In-House Agency
Finalist	32	Product or Service Video	Ontario Grain Farming 101	Grain Farmers of Ontario	In-house
Finalist	33	Web Advertising - display ads such as banners, big box ads, etc	So good it is Tru!	BrettYoung	LMNO Consulting
Finalist	33	Web Advertising - display ads such as banners, big box ads, etc	The Next Generation of Inoculants	BrettYoung	LMNO Consulting
Finalist	33	Web Advertising - display ads such as banners, big box ads, etc	Pioneer Seeds - Bust Through Digital Ads	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	33	Web Advertising - display ads such as banners, big box ads, etc	Hummingbird Technologies Spring Push Campaign	TELUS Agriculture	Urban Ink
Finalist	33	Web Advertising - display ads such as banners, big box ads, etc	WinField United Match.corn	WinField United Canada	Balloonfish
Finalist	34	Pay-Per-Click Campaign - including Google, social ads, etc.	AirFlex SDX	Honey Bee	LMNO Consulting
Finalist	34	Pay-Per-Click Campaign - including Google, social ads, etc.	Mental Health Matters	Ontario Federation of Agriculture	In-house
Finalist	34	Pay-Per-Click Campaign - including Google, social ads, etc.	Never Ending Way - Pay Per Click	UFA	C&B Advertising
Finalist	34	Pay-Per-Click Campaign - including Google, social ads, etc.	WinField United Match.corn	WinField United Canada	Balloonfish
Finalist	35	Online Video Advertising	Bayer - DEKALB - The Seed for Every Season	Bayer Crop Science	McCann
Finalist	35	Online Video Advertising	Co-op Agro: Premium Diesel	Federated Co-operatives Limited	Studio 10 Productions
Finalist	35	Online Video Advertising	Never Ending Way - Online Video Advertising	UFA	C&B Advertising
Finalist	35	Online Video Advertising	All Bottled Up- Crimson NG	WinField United Canada	Balloonfish
Finalist	35	Online Video Advertising	Wind Blows- InterLock	WinField United Canada	Balloonfish
Finalist	36	Website	4-H Ontario Website	4-H Ontario	Sandbox Software Solutions
Finalist	36	Website	Alberta Beef Producers - ABPDaily.com	Alberta Beef Producers	WS
Finalist	36	Website	canolacouncil.org	Canola Council of Canada	Suckerpunch
Finalist	36	Website	Farmlink Website	Farmlink	Sherpa.McKim
Finalist	36	Website	WinFieldUnited.ca	WinField United Canada	Balloonfish
Finalist	37	Micro-Site or Landing Page	Bayer - The Front Row Virutal Tour	Bayer Crop Science	McCann
Finalist	37	Micro-Site or Landing Page	Bayer - Climate FieldView - FieldView360	Bayer Crop Science - Climate FieldView	McCann
Finalist	37	Micro-Site or Landing Page	Egg Farmers of Ontario Virtual Egg Education Display	Egg Farmers of Ontario	Brandfire
Finalist	37	Micro-Site or Landing Page	FMC Virtual Plot Tour	FMC Canada	Kahntact
Finalist	37	Micro-Site or Landing Page	G3 Impressive Numbers	G3 Canada	6P Marketing
Finalist	38	Social Media Management	Egg Farmers of Alberta Social Media Management	Egg Farmers of Alberta	AdFarm
Finalist	38	Social Media Management	@GrainFarmers Twitter	Grain Farmers of Ontario	In-house
Finalist	38	Social Media Management	Farm At Hand Instagram...Refreshed!	Farm At Hand by TELUS Agriculture	In-house

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Finalist	39	Social Specialty	Corteva Agriscience - CALM Social Media Videos	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	39	Social Specialty	Egg Farmers of Ontario - Easter Tree Contest	Egg Farmers of Ontario	Edana Integrated Marketing
Finalist	39	Social Specialty	FMC - Let's Talk Shop National Contest	FMC Canada	Kahntact
Finalist	39	Social Specialty	Burgers Up Ontario Challenge	Ontario Federation of Agriculture	In-house
Finalist	39	Social Specialty	Tongs Up Ontario Challenge	Ontario Federation of Agriculture	In-house
Finalist	39	Social Specialty	The Journey 5km	WinField United Canada	In-house
Finalist	40	Company or Industry-Funded Marketing Campaign Directed at the General Public	Canadian Foodgrains Bank 2020 Donation Campaign	Canadian Foodgrains Bank	AdFarm
Finalist	40	Company or Industry-Funded Marketing Campaign Directed at the General Public	Egg Farmers of Ontario. Real Farmers. Real Eggs.	Egg Farmers of Ontario	Brandfire / Farm Boy Productions
Finalist	40	Company or Industry-Funded Marketing Campaign Directed at the General Public	GROWN WITH PURPOSE™	Federated Co-operatives Limited	Studio 10 Productions
Finalist	40	Company or Industry-Funded Marketing Campaign Directed at the General Public	Home Grown Campaign	Ontario Federation of Agriculture	In-house
Finalist	41	Company or Industry-Funded Marketing Tactic Directed at the General Public	The Real Dirt on Farming	Farm & Food Care Ontario	In-house
Finalist	41	Company or Industry-Funded Marketing Tactic Directed at the General Public	Good in Every Grain: Cash for the Classroom	Grain Farmers of Ontario	In-house
Finalist	41	Company or Industry-Funded Marketing Tactic Directed at the General Public	Ballads, Brews and Moos	Public and Stakeholder Engagement	In-house
Finalist	41	Company or Industry-Funded Marketing Tactic Directed at the General Public	2021 Nourish Trend Report	The Nourish Network	Kahntact
Finalist	42	Company or Industry-Funded Public Relations Tactic(s) Directed at the General Public	Cooking by Degrees	Canadian Roundtable for Sustainable Beef / Canada Beef and the Public and Stakeholder Engagement Program / Canadian College and University Food Service Association	Kahntact
Finalist	42	Company or Industry-Funded Public Relations Tactic(s) Directed at the General Public	Food Day Canada	Food Day Canada	Loft32/Kahntact
Finalist	42	Company or Industry-Funded Public Relations Tactic(s) Directed at the General Public	Good in Every Grain: Draw with Rob	Grain Farmers of Ontario	In-house
Finalist	42	Company or Industry-Funded Public Relations Tactic(s) Directed at the General Public	Eat More Meals Together	Manitoba Canola Growers	Tom Powell Design
Finalist	43	Website Directed at the General Public	thinkAG.ca	Agriculture in the Classroom Canada	Lesia Design & Digital
Finalist	43	Website Directed at the General Public	Canadian Food Focus	Farm & Food Care Saskatchewan	In House
Finalist	43	Website Directed at the General Public	www.goodineverygrain.ca	Grain Farmers of Ontario	In-house
Finalist	44	Social Media Campaign Directed at the General Public	Life's Simple Ingredient Social Media Campaign	Alberta Wheat	AdFarm
Finalist	44	Social Media Campaign Directed at the General Public	Canadian Food Focus Social Media Campaign	Farm & Food Care Saskatchewan	In House
Finalist	44	Social Media Campaign Directed at the General Public	Food Day Canada	Food Day Canada	Loft32/Kahntact
Finalist	45	Specialty Marketing Campaign & Tactic(s)	Cat Healthy & Purina - "Hypoallergenic Cats and Other Myths"	Cat Healthy / Purina	WS
Finalist	45	Specialty Marketing Campaign & Tactic(s)	Cat Healthy & Royal Canin - "That's Cat For" Main Campaign	Cat Healthy / Royal Canin	WS
Finalist	45	Specialty Marketing Campaign & Tactic(s)	Corteva Agriscience - Land Management Meaningful Moments	Corteva Agriscience	FleishmanHillard HighRoad
Finalist	49	Other Non-Smartphone Digital Media	Alta Bull Search App	Alta Genetics	In-house
Finalist	49	Other Non-Smartphone Digital Media	eKonomics ROI Tools Mobile App	ESN Smart Nitrogen	AdFarm
Finalist	49	Other Non-Smartphone Digital Media	ESN Blending Recommendations Tool	ESN Smart Nitrogen	AdFarm