

CATEGORIES

All categories can accept English or French entries.

# MARKETING

CAMPAIGNS, ADVERTISEMENTS, 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.

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)

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

## 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**

BEST OF

CAMA   
2022

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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.)

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## 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; single or series** (print or digital)

#### 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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# CAMA 2022

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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.

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## 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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# CAMA<sup>ACAM</sup> 2022

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## 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.)

### FOOD DAY CANADA EVENT

ENTRIES CAN INCLUDE USE OF AND/OR PROMOTION OF CANADIAN FOOD AND BEVERAGE INGREDIENTS AND SOURCING AS PART OF FOOD DAY CANADA RELATED EVENTS, MARKETING OR SOCIAL MEDIA, INCLUDING DEMONSTRATED PARTNERSHIP AND COLLABORATION IN YOUR COMMUNITY AND/OR FOOD SYSTEM.

- 48. **Food Day Canada Event** (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. **This category will be judged** and the winning entry will be **invited to a unique 'Made in Canada' opportunity**.

### 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