

**NOTE:** As part of CAMA's evolution, all categories are now applicable to both agricultural audiences and non-agricultural audiences (i.e. consumer).

## CAMPAIGNS

*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)

## EXECUTION

*Advertisements, direct mail, other "paid" materials/tactics*

### PUBLICATION ADVERTISING PRINT OR DIGITAL

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 IN PRINT PUBLICATIONS** (includes all print or digital executions, i.e. pop-ups, preprinted inserts, multiple units, belly bands, wraps, bags, etc.); any size/format.

### BROADCAST MEDIA

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

10. **DIRECT MAIL** (print/physical)
11. **E-MAIL MARKETING**

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## OUTDOOR

12. **BILLBOARD OR OTHER OOH, I.E. TRANSIT - SINGLE OR SERIES**

## COLLATERAL

13. **PRODUCT CATALOG & GUIDES**
14. **PRODUCT PACKAGING** (Seed bags, consumer product packaging, etc.)
15. **COMPANY AND/OR PRODUCT BROCHURE**
16. **POINT-OF-PURCHASE MATERIAL(S)**
17. **EXHIBIT** (Trade and farm/consumer show booths, interactions, etc.)
18. **PROMOTIONAL ITEM**
19. **INFOGRAPHIC** (Print or Digital)
20. **EXPERIENTIAL MARKETING, NON-TRADITIONAL GUERILLA TACTICS, STREET TEAMS, SAMPLING, CONTEST OR GAMES**

## BRAND IDENTITY

21. **LOGO DESIGN** (Logo only)
22. **CORPORATE IDENTITY** (Application, i.e. business card, letterhead, etc.)

## INDUSTRY AND PUBLIC RELATIONS

### INDUSTRY AND PUBLIC RELATIONS

23. **OVERALL INDUSTRY & PUBLIC RELATIONS PROGRAMS - SUPPORTING PRODUCT, SERVICE OR CORPORATE IMAGE** (includes paid as well as non-paid tactic(s))
24. **MEDIA RELATIONS - INCLUDING MEDIA KITS AND PACKAGES, AND ALL OTHER MEDIA RELATIONS ACTIVITIES**
25. **CRISIS COMMUNICATIONS, ISSUES MANAGEMENT, GOVERNMENT RELATIONS**  
(Programs that address issues, trends or attitudes that have a significant impact on an organization or sector.)

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## WRITING

- 26. **NEWS OR FEATURE ARTICLE - NON-PAID; EDITORIAL** (delivered via any medium)
- 27. **PERSUASIVE WRITING - SPEECHES, OP-EDS, COMMENTARIES** (delivered via any medium)
- 28. **PRESS RELEASE**
- 29. **BLOG - SINGLE OR SERIES**
- 30. **ADVERTORIALS - PAID; SINGLE OR SERIES** (print or digital)

## EVENTS

- 31. **EVENT - CUSTOMER OR INTERNAL EVENT** (Includes events developed for product promotion, commemorations, openings, centennials, celebrations, etc.)

## PUBLICATIONS

- 32. **NEWSLETTERS - PRINT OR ELECTRONIC** (issued on a regular or annual basis)
- 33. **MAGAZINES - PRINT OR ELECTRONIC** (issued on a regular or annual basis)
- 34. **ANNUAL REPORTS**
- 35. **SPECIAL PUBLICATIONS - PRINT OR DIGITAL**

## AUDIO/VIDEO

- 36. **SPECIALTY - EVENT, CORPORATE, WEBINARS, PODCASTS OR RECORDED PROGRAM**  
(paid and non-paid placement)
- 37. **PRODUCT OR SERVICE VIDEO**

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## DIGITAL

### DIGITAL MARKETING

**38. WEBSITE ADVERTISING** (including display ads such as banners, big box ads, etc.)

**39. PAY-PER-CLICK CAMPAIGN** (including Google, social ads, etc.)

**40. ONLINE VIDEO ADVERTISING - PUSHED OUT VIA DIGITAL MARKETING**

*Enter a demonstration URL or screen grab.*

### WEBSITES

**41. WEBSITE**

**42. MICRO-SITE OR LANDING PAGE** (promotional site promoting a particular product or service)

### SOCIAL MEDIA

**43. SOCIAL MEDIA MANAGEMENT - CONTENT DEVELOPMENT, COMMUNITY BUILDING AND ENGAGEMENT**

**44. 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.*

## 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 - CAMPAIGNS**

**BEST OF SHOW - EXECUTION**

**BEST OF SHOW - INDUSTRY AND PUBLIC RELATIONS**

**BEST OF SHOW - DIGITAL**