

Best of CAMA 2019 Categories

AGRIBUSINESS AUDIENCES

BEST OF SHOW Advertising

BEST OF SHOW Industry Relations

BEST OF SHOW Digital

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.

Media Execution (Print or Digital) - Directed at industry or others serving agribusiness.

4. Single Execution (print or digital, any size)
5. Series Execution (print or digital, any size); min 2, max 5
6. Trade Advertising (print or digital execution); single or series
7. Unique Execution (includes all print or digital executions, i.e. pop-ups, preprinted inserts, multiple units, belly bands, wraps, bags, etc.); any size/format
8. Advertorials – Paid (print or digital); single or series

BROADCAST MEDIA – 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.

9. Radio – Single (any length)
10. Radio – Series (any length); min 2, max 5
11. Television – Single or Series (any length)
12. Online Video Advertising

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

13. Direct Mail (print/physical)

14. E-mail Marketing

OUTDOOR – Directed at industry or others serving agribusiness.

15. Billboard or other OOH – single or series

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

16. Customer brochure and/or catalog

17. Point-of-purchase material(s)

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

19. Promotional Item

20. Logo Design. Directed at either industry or general public.

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

INDUSTRY RELATIONS

21. Overall Industry Relations Program – supporting product, service or corporate image (include paid as well as non-paid tactics)
22. Media Relations – including media kits and all other media relations activities
23. 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.

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

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

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

PUBLICATIONS — Directed at industry or others serving agribusiness.

29. Company and Association newsletters – print or electronic; issued on a regular basis
30. Company and Association magazines – print or electronic; issued on a regular basis
31. Company publications – print or electronic; i.e. annual report 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.

32. Audio/Video: Broadcast news, webinars, and podcasts or taped program (non-paid placement only)

33. Video (paid and non-paid placement)

DIGITAL – Directed at industry or others serving agribusiness.

DIGITAL ADVERTISING

- Web Advertising - Enter a **demonstration URL or screen grab**

34. Web Advertising (display ads such as banners etc.)

WEBSITES – Directed at industry or others serving agribusiness.

35. 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.

36. Social Media Management – content development, community building and engagement

37. Social tactic – a specific activity (i.e. contest, Tweet-up, response-generating activity, etc.)

MOBILE AND 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.

38. Smartphone Apps

PUBLIC & SPECIALTY AUDIENCES

BEST OF SHOW PUBLIC

BEST OF SHOW SPECIALTY

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.

39. Company- or Producer-Funded Advertising Campaign directed at the general public
40. Company- or Producer-Funded Advertising Campaign **tactic** directed at the general public
41. Company- or Producer-Funded Public Relations Campaign directed at the general public
42. Company- or Producer-Funded PR Campaign **tactic** directed at the general public
43. Website directed at the general public
44. 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.

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

BEST OF SHOW FRENCH LANGUAGE MARKETING

FRENCH LANGUAGE AUDIENCES – Directed at either industry or non-agriculture (i.e. general public) audiences.

48. Print Ad – single or series (any size)
49. Online Media – web, mobile, social
50. Specialty Tactic – sales support materials, literature, event, etc.
51. Multimedia Campaign (no budget restrictions)