

Best of CAMA 2022 FINALISTS - REVISED



Tags	Cat #	Category	Entry	Company	Agency
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	ABP 'How Do You Burger' Campaign	Alberta Beef Producers	WS
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	Corteva The Heat Advantage	Corteva Agriscience	FleishmanHillard Highroad
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	Clean Fields Community Yields	FMC Canada	Kahntact
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	Ag in Motion 2022- Worth It Campaign	Ag in Motion	In-house
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	RBC "Seeds of an Idea" Campaign	RBC	ZGM
Finalist	2	Multimedia Campaigns - Total Budget of More Than \$650,000	Corn Herbicide Platform	Bayer Crop Science	McCann Canada
Finalist	2	Multimedia Campaigns - Total Budget of More Than \$650,000	We are Co-op	Federated Co-operatives Limited	Barbershop Films
Finalist	2	Multimedia Campaigns - Total Budget of More Than \$650,000	ESN: "The New Granule Guy" Campaign	Nutrien	AdFarm
Finalist	3	New Product Launch/Introduction	Alta BLUE LINK Product Launch	Alta Genetics	In-house
Finalist	3	New Product Launch/Introduction	Anuvia Future of Fertilizer SymTRX XP Launch	Anuvia	WS
Finalist	3	New Product Launch/Introduction	Corteva The Heat Advantage New Product Launch	Corteva Agriscience	FleishmanHillard Highroad
Finalist	3	New Product Launch/Introduction	Co-op Gold Lager	Federated Co-operatives Limited	In-house
Finalist	3	New Product Launch/Introduction	MasterLock Product Launch	WinField United Canada	Balloonfish
Finalist	4	Single Execution (Print or Digital)	Corvus quilt print	Bayer Crop Science	McCann Canada
Finalist	4	Single Execution (Print or Digital)	MCG 2020-2021 Annual Report	Manitoba Canola Growers	Tom Powell Design
Finalist	4	Single Execution (Print or Digital)	Proven Seed: "Clean Sweep" Curling Canada Sponsorship Ad	Proven Seed	AdFarm
Finalist	4	Single Execution (Print or Digital)	SeCan CDC Defy Durum	SeCan	Margrie Wallace
Finalist	4	Single Execution (Print or Digital)	Do More Ag	WS	WS
Finalist	5	Series Execution (Print or Digital)	Corn print (platform, Corvus, Laudis)	Bayer Crop Science	McCann Canada
Finalist	5	Series Execution (Print or Digital)	Midge Tolerant Wheat Farm Fixes	Canadian Wheat Research Coalition/Alberta Wheat & Barley	Synthesis
Finalist	5	Series Execution (Print or Digital)	Nutrient Management campaign	Decisive Farming by TELUS Agriculture	Urban Ink
Finalist	5	Series Execution (Print or Digital)	Dyna-Gro Seed	Nutrien Ag Solutions	Think Shift
Finalist	5	Series Execution (Print or Digital)	Enogen - A New Breed of Feed	Syngenta	Sherpa.McKim
Finalist	5	Series Execution (Print or Digital)	Patronage Plus	United Farmers of Alberta (UFA)	In-house
Finalist	6	Unique Execution	AG Direct Hail - "Undo Hail Button" Post-it Note	AG Direct Hail Insurance Ltd.	AdFarm
Finalist	6	Unique Execution	Portapotty Signs for Ag in Motion	FMC Canada	Kahntact
Finalist	6	Unique Execution	Pre-Seed Cover Wrap in Western Producer	FMC Canada	Kahntact
Finalist	6	Unique Execution	Real Ag Podcast	FMC Canada	Kahntact
Finalist	7	Radio: Single	AG Direct Hail - "Undo Hail Button — As Seen On TV"	AG Direct Hail Insurance Ltd.	AdFarm
Finalist	7	Radio: Single	FCC Lower Mainland Awareness	FCC	FCC In-house Agency with media support from AdFarm
Finalist	7	Radio: Single	SeedMaster - "[BLEEP-ING] SeedMaster"	SeedMaster	AdFarm
Finalist	10	Direct Mail	Trilex EverGol - water sensitive paper	Bayer Crop Science	McCann Canada
Finalist	10	Direct Mail	Buteo start Ticket Stub	Bayer Crop Science	McCann Canada
Finalist	10	Direct Mail	Ag-adjacent Series	G3	6P Marketing
Finalist	10	Direct Mail	"Weeds Suck" Soil Active	Nufarm	AdFarm
Finalist	11	E-mail Marketing	FCC Online Services Renewal Campaign	FCC	FCC In-house Agency with media support from AdFarm
Finalist	11	E-mail Marketing	Ag-adjacent Series	G3	6P Marketing
Finalist	11	E-mail Marketing	Ag in Motion 2022	Ag in Motion	In-house
Finalist	11	E-mail Marketing	"Weeds Suck" Soil Active Email Series	Nufarm	AdFarm
Finalist	11	E-mail Marketing	ESN: "Seed Safety" Email	Nutrien	AdFarm
Finalist	12	Billboards or Other Out-Of-Home	Cirray Floor Decal	Bayer Crop Science	McCann Canada
Finalist	12	Billboards or Other Out-Of-Home	Portapotty Signs for Ag in Motion	FMC Canada	Kahntact
Finalist	12	Billboards or Other Out-Of-Home	Dyna-Gro Seed Billboards	Nutrien Ag Solutions	Think Shift
Finalist	12	Billboards or Other Out-Of-Home	Field Heroes Field Guide Signage	Western Grains Research Foundation	Synthesis
Finalist	13	Company and/or product brochures	The True Benefit of a value-add pre-seed herbicide	Corteva Agriscience	FleishmanHillard Highroad
Finalist	13	Company and/or product brochures	Dyna-Gro Seed Brochure	Nutrien Ag Solutions	Think Shift
Finalist	13	Company and/or product brochures	Brochure: S3 Brandworx	S3 Brandworx	S3 Brandworx
Finalist	13	Company and/or product brochures	SeCan Seed Guide West	SeCan	Margrie Wallace
Finalist	14	Point-of-Purchase Material(s)	Co-op Gold Lager	Federated Co-operatives Limited	In-house
Finalist	14	Point-of-Purchase Material(s)	Agro Advisor Publications	Federated Co-operatives Limited	In-house
Finalist	14	Point-of-Purchase Material(s)	Farmer's Day- Get it Done and Get Away	United Farmers of Alberta (UFA)	In-house
Finalist	15	Exhibits	Nexus BioAg - BioniQ AR	Nexus BioAg	Sherpa.McKim
Finalist	15	Exhibits	Smart Nutrition: "Your Most Powerful Machine" Sand Sculpture	Nutrien	AdFarm
Finalist	15	Exhibits	Dyna-Gro Seed Commodity Classic Hotel Branding	Nutrien Ag Solutions	Think Shift

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Finalist	16	Promotional Item	Prosaro PRO t-shirt giveaway	Bayer Crop Science	McCann Canada
Finalist	16	Promotional Item	Utrisha N Infographic	Corteva Agriscience	FleishmanHillard Highroad
Finalist	16	Promotional Item	Tailgate Bags	Federated Co-operatives Limited	In-house
Finalist	16	Promotional Item	Bug Socks Retail Program	FMC Canada	Kahntact
Finalist	16	Promotional Item	Authority 480 Retailer Kits - with grain pails	FMC Canada	Kahntact
Finalist	17	Logo Design	Agricultural Manufactures of Canada	Agricultural Manufactures of Canada (AMC)	S3 Brandworx
Finalist	17	Logo Design	Canadian Agri-Marketers Alliance Rebrand	Canadian Agri-Marketers Alliance	6P Marketing
Finalist	17	Logo Design	Canadian Cattle Association	Canadian Cattle Association	In-house
Finalist	17	Logo Design	What About Wheat?	Cereals Canada	Tom Powell Design
Finalist	17	Logo Design	Curds and Kindness Logo	Dairy West	Think Shift
Finalist	18	Corporate Identity	Spotlight Awards	ADAMA Ltd	Think Shift
Finalist	18	Corporate Identity	FMC National Sales Meeting Logo	FMC Canada	Kahntact
Finalist	18	Corporate Identity	Olds College of Agriculture & Technology	Olds College of Agriculture & Technology	Sherpa.McKim
Finalist	18	Corporate Identity	On-Farm Climate Action Fund Logo	Ontario Soil & Crop Improvement Association	Synthesis
Finalist	18	Corporate Identity	Verve Seeds Branding	Verve Seeds	6P Marketing
Finalist	19	Overall Industry Relations Program	Brevant Toque Campaign	Corteva Agriscience	FleishmanHillard Highroad
Finalist	19	Overall Industry Relations Program	Pioneer - Power of Pioneer	Pioneer Seeds Canada	FleishmanHillard Highroad
Finalist	19	Overall Industry Relations Program	SeCan Midge Busters 2.0	SeCan	Margie Wallace
Finalist	20	Media Relations	The Heat Advantage Launch	Corteva Agriscience	FleishmanHillard Highroad
Finalist	20	Media Relations	Co-op Integrated Agriculture Complex	Federated Co-operatives Limited	In-house
Finalist	20	Media Relations	Ag in Motion 2022	Ag in Motion	In-house
Finalist	21	Crisis Communications, Issues Management, Government Relations	2022 Fertilizer Response	Grain Farmers of Ontario	NA
Finalist	21	Crisis Communications, Issues Management, Government Relations	MLA Story Boxes 2022	Manitoba Canola Growers	Tom Powell Design
Finalist	21	Crisis Communications, Issues Management, Government Relations	Squeal on Pigs	Manitoba Pork	6P Marketing
Finalist	22	News or Feature Article	China lifts embargo on canola from Richardson and Viterra	RealAgriculture	In-house
Finalist	22	News or Feature Article	"Without water, we wouldn't be here"	RealAgriculture	In-house
Finalist	22	News or Feature Article	Global Economic Challenges	Grain Farmers of Ontario	In-house
Finalist	22	News or Feature Article	Cooking by Degrees - Ukraine specialty one of the most popular homegrown meals	Canadian Roundtable for Sustainable Beef / Canada Beef and the Public and Stakeholder Engagement Program / Canadian College and University Food Service Association	Kahntact / Owen Roberts
Finalist	23	Persuasive Writing	Building Bridges to Better Communications	Loft32	Loft32
Finalist	23	Persuasive Writing	The 2022 Nourish Network Trend Report	The Nourish Network	Kahntact/Nourish Food Marketing
Finalist	23	Persuasive Writing	The Evolution of Agrimarketing - Seven Trends for 2022 and Beyond	Think Shift	Think Shift
Finalist	24	Press Release	LumiGEN Launch	Corteva Agriscience	FleishmanHillard Highroad
Finalist	24	Press Release	Co-op Integrated Agriculture Complex	Federated Co-operatives Limited	In-house
Finalist	24	Press Release	GFO asks Parliamentarians to Step Up Action on Supply Chain Challenges	Grain Farmers of Ontario	In-house
Finalist	25	Blogs	Cost and revenue tracking	Decisive Farming by TELUS Agriculture	In-house
Finalist	25	Blogs	'Making Kahntact' Blog	Kahntact	Kahntact
Finalist	25	Blogs	Digital Marketing Benchmarks Every Agrimarketer Should Know in 2022 Blog	Think Shift	Think Shift Inc
Finalist	26	Advertorials (Print or Digital)	COYF Farmer / Winner Profile	Canada's Outstanding Young Farmers	WS
Finalist	26	Advertorials (Print or Digital)	Strengthen collaboration on your farm	Decisive Farming by TELUS Agriculture	True Media
Finalist	26	Advertorials (Print or Digital)	Co-op AgZone	Federated Co-operatives Limited	In-house
Finalist	26	Advertorials (Print or Digital)	Authority Brands	FMC Canada	Kahntact
Finalist	27	Events	Alta TRUE BLUE Showcase Tour 2022	Alta Genetics	In-house
Finalist	27	Events	BDO Canada National Agriculture Conference 2022	BDO Canada	In-house
Finalist	27	Events	Plant for the Future	Roquette	Think Shift
Finalist	27	Events	Soy Canada Trade Mission	Soy Canada	Synthesis
Finalist	28	Newsletters	Bayer Insider Newsletter	Bayer Crop Science	McCann Canada
Finalist	28	Newsletters	Monthly grower-direct eNewsletter	Decisive Farming by TELUS Agriculture	In-house
Finalist	28	Newsletters	GrainTalk e-newsletter	Grain Farmers of Ontario	In-house
Finalist	28	Newsletters	RealAgriculture's Advertising Report	RealAgriculture	In-house
Finalist	29	Magazines	ABP Quarterly Magazine	Alberta Beef Producers	WS
Finalist	29	Magazines	FCC AgriSuccess: Special Edition - Boost your Business (January 2022)	FCC	FCC In-house Agency
Finalist	29	Magazines	Ontario Grain Farmer	Grain Farmers of Ontario	In-house

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Finalist	30	Specialty Publications	2021 Annual Report – Change. Challenge. Opportunity.	Canola Council of Canada	Tom Powell Design
Finalist	30	Specialty Publications	2021 Annual Report	Cereals Canada	Tom Powell Design
Finalist	30	Specialty Publications	eKonomics: Crop Guides - Canola	Nutrien	AdFarm
Finalist	30	Specialty Publications	110 Years of Global Success	Parrish & Heimbecker Ltd.	AdFarm
Finalist	30	Specialty Publications	Enogen - Seed Guide	Syngenta	Sherpa.McKim
Finalist	31	Specialty: Event, corporate, webinars, podcasts or recorded program	COYF 2021 Virtual Conference Videos	Canada's Outstanding Young Farmers	WS
Finalist	31	Specialty: Event, corporate, webinars, podcasts or recorded program	FCC Knowledge Podcast (Season 2)	FCC	FCC In-house Agency
Finalist	31	Specialty: Event, corporate, webinars, podcasts or recorded program	eKonomics: "The Dirt: an eKonomics podKast"	Nutrien	AdFarm
Finalist	32	Product or Service Video	Alta Genetics Product Portfolio	Alta Genetics	In-house
Finalist	32	Product or Service Video	Alta BLUE LINK Launch	Alta Genetics	In-house
Finalist	32	Product or Service Video	Co-op AgZone	Federated Co-operatives Limited	In-house
Finalist	32	Product or Service Video	MasterLock	WinField United Canada	Balloonfish
Finalist	33	Web Advertising - display ads such as banners, big box ads, etc	ABP 'How Do You Burger'	ABP	WS
Finalist	33	Web Advertising - display ads such as banners, big box ads, etc	AG Direct Hail - "Undo Hail Button"	AG Direct Hail Insurance Ltd.	AdFarm
Finalist	33	Web Advertising - display ads such as banners, big box ads, etc	Farm Fair International	Explore Edmonton / Farm Fair International	WS
Finalist	33	Web Advertising - display ads such as banners, big box ads, etc	RBC "Seeds of an Idea"	RBC	ZGM
Finalist	34	Pay-Per-Click Campaign - including Google, social ads, etc.	ADAMA Canada Canola Pulse Campaign	ADAMA Agricultural Solutions Canada Ltd	Think Shift
Finalist	34	Pay-Per-Click Campaign - including Google, social ads, etc.	FCC National Awareness Campaign	FCC	FCC In-house Agency digital media support from McCann
Finalist	34	Pay-Per-Click Campaign - including Google, social ads, etc.	eKonomics: "How-to eKonomics" App	Nutrien	AdFarm
Finalist	35	Online Video Advertising	Unbottled Ode to Outdoorsy Videos	Dairy West	Think Shift
Finalist	35	Online Video Advertising	"The Egg Heads"	Egg Farmers of Alberta	AdFarm
Finalist	35	Online Video Advertising	Co-op Agro Digital Media Campaign	Federated Co-operatives Limited	Barbershop Films & LoKnow
Finalist	35	Online Video Advertising	MasterLock Product Launch	WinField United Canada	Balloonfish
Finalist	36	Website	Website evolution	Decisive Farming by TELUS Agriculture	Urban Ink
Finalist	36	Website	ESN: "Feed Your Fields" Web Refresh	Nutrien	AdFarm
Finalist	36	Website	S3 Group Ltd.	S3 Group Ltd.	S3 Brandworx
Finalist	37	Micro-Site or Landing Page	Future of Fertilizer SymTRX XP	Anuvia	WS
Finalist	37	Micro-Site or Landing Page	CFV media Landing Page	Bayer Crop Science	McCann Canada
Finalist	37	Micro-Site or Landing Page	Today is your Day Landing Page	Dairy West	Think Shift
Finalist	37	Micro-Site or Landing Page	"Burndown Matchmaker"	Nufarm	AdFarm
Finalist	38	Social Media Management	"Life on the Farm" Social Media Project	AdFarm	AdFarm
Finalist	38	Social Media Management	BAYER4CROPSCA TWITTER	Bayer Crop Science	McCann Canada
Finalist	38	Social Media Management	DEKALB_CANADA TWITTER	Bayer Crop Science	McCann Canada
Finalist	38	Social Media Management	Best In Canada Approach	Premier Equipment Ltd	In-house
Finalist	39	Social Specialty	Enlist E3 Soybean Days	Corteva Agriscience	FleishmanHillard Highroad
Finalist	39	Social Specialty	Digital Easter Egg Hunt	Corteva Agriscience	FleishmanHillard Highroad
Finalist	39	Social Specialty	AgExpert Gear Up to Win Contest	FCC	FCC In-house Agency with media support from AdFarm
Finalist	39	Social Specialty	Farmer's Day- Get it Done and Get Away	United Farmers of Alberta (UFA)	In-house
Finalist	40	Company or Industry-Funded Marketing Campaign Directed at the General Public	Life's Simple Ingredient: "Bake Up a Storm"	Alberta Wheat Commission	AdFarm
Finalist	40	Company or Industry-Funded Marketing Campaign Directed at the General Public	Cooking by Degrees - Torstar	Canadian Roundtable for Sustainable Beef / Canada Beef and the Public and Stakeholder Engagement Program / Canadian College and University Food Service Association	Kahntact / Owen Roberts
Finalist	40	Company or Industry-Funded Marketing Campaign Directed at the General Public	We are Co-op	Federated Co-operatives Limited	Barbershop Films
Finalist	40	Company or Industry-Funded Marketing Campaign Directed at the General Public	Food Day Canada 2022	Food Day Canada	Loft32/Kahntact
Finalist	40	Company or Industry-Funded Marketing Campaign Directed at the General Public	Squeal on Pigs	Manitoba Pork	6P Marketing
Finalist	41	Company or Industry-Funded Marketing Tactic Directed at the General Public	Too Close To Home	Canadian Cattle Association - Public and Stakeholder Engagement	In-house
Finalist	41	Company or Industry-Funded Marketing Tactic Directed at the General Public	Farmerettes	Grain Farmers of Ontario	In-house
Finalist	41	Company or Industry-Funded Marketing Tactic Directed at the General Public	Share More Meals Together	Manitoba Canola Growers	Tom Powell Design
Finalist	42	Company or Industry-Funded Public Relations Tactic(s) Directed at the General Public	thinkAG - Career Case	Agriculture in the Classroom Canada	In-house
Finalist	42	Company or Industry-Funded Public Relations Tactic(s) Directed at the General Public	Food Influencer Farm Tour	Farm & Food Care Saskatchewan	In-house
Finalist	42	Company or Industry-Funded Public Relations Tactic(s) Directed at the General Public	Sustainability Incentive Program	Farm Credit Canada	In-house
Finalist	42	Company or Industry-Funded Public Relations Tactic(s) Directed at the General Public	Food Day Canada 2022	Food Day Canada	Loft32/Kahntact

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Finalist	43	Website Directed at the General Public	More Than a Migrant Worker	Farm & Food Care Ontario & Ontario Fruit and Vegetable Growers Association	In-house
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	Food Day Canada 2022	Food Day Canada	Loft32/Kahntact/Story Digital
Finalist	44	Social Media Campaign Directed at the General Public	What About Wheat? Social Media	Cereals Canada	Synthesis
Finalist	44	Social Media Campaign Directed at the General Public	More Than a Migrant Worker	Farm & Food Care Ontario & Ontario Fruit and Vegetable Growers Association	In-house
Finalist	44	Social Media Campaign Directed at the General Public	Food Day Canada 2022	Food Day Canada	Loft32/Kahntact
Finalist	45	Specialty Marketing Campaign & Tactic(s)	Cat Healthy Meow & Mail Newsletter	Cat Healthy	WS
Finalist	45	Specialty Marketing Campaign & Tactic(s)	Keep Their Engine Purring Campaign	Royal Canin / Cat Healthy	WS
Finalist	45	Specialty Marketing Campaign & Tactic(s)	Cat Genius Game	Royal Canin / Cat Healthy	WS
Finalist	48	Food Day Canada Event	ABP 'How Do You Burger' Campaign	Alberta Beef Producers	WS
Finalist	48	Food Day Canada Event	Canadian Food Focus Food Day Canada Promotion	Farm & Food Care Saskatchewan	In-house