

BEST OF CAMA 2023

# CATEGORIES



**NEW FOR 2023:** 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

(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**

## OUTDOOR

- 12. Billboard or other OOH, i.e. transit - single or series**

CAMA ACAM

All categories can accept English or French entries.

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## 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)

## BRAND IDENTITY

20. **Logo Design**  
(Logo only)

21. **Corporate Identity**  
(Application, i.e. business card, letterhead, etc.)

## INDUSTRY AND PUBLIC RELATIONS

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- 22. **Overall Industry Relations Program – supporting product, service or corporate image**  
(includes paid as well as non-paid tactics)
- 23. **Media Relations – including media kits and packages, and all other media relations activities**
- 24. **Crisis Communications, Issues Management, Government Relations**  
(Programs that address issues, trends or attitudes that have a significant impact on an organization or sector.)

## WRITING

25. **News or Feature Article – non-paid; editorial**  
(delivered via any medium)

26. **Persuasive Writing – speeches, op-eds, commentaries**  
(delivered via any medium)

27. **Press Release**

28. **Blog – single or series**

29. **Advertorials – paid; single or series**  
(print or digital)

## EVENTS

30. **Event – customer or internal event**  
(Includes events developed for product promotion, commemorations, openings, centennials, celebrations, etc.)

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## PUBLICATIONS

- 31. **Newsletters – print or electronic**  
(issued on a regular or annual basis)
- 32. **Magazines – print or electronic**  
(issued on a regular or annual basis)
- 33. **Annual Reports**

## AUDIO/VIDEO

- 34. **Specialty – event, corporate, webinars, podcasts or recorded program** (paid and non-paid placement)
- 35. **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.

## DIGITAL

### DIGITAL MARKETING

- 36. **Website Advertising**  
(including display ads such as banners, big box ads, etc.)
- 37. **Pay-Per-Click Campaign**  
(including Google, social ads, etc.)
- 38. **Online Video Advertising – pushed out via digital marketing**

Enter a **demonstration URL or screen grab.**

## WEBSITES

- 39. **Website**
- 40. **Micro-site or Landing Page**  
(promotional site promoting a particular product or service)

## SOCIAL MEDIA

- 41. **Social Media Management – content development, community building and engagement**
- 42. **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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## 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.

### 43. Food Day Canada Event

Directed to either non-agriculture (i.e. consumer) 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** at the University of Guelph/Arrell Food Summit.

## 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