

Campaigns Division

Category	Program Conducted for...	Winning Company
<i>Campaigns Division – Marketing Communications for Agricultural Audiences</i>	Syngenta	G&S Business Communications
<i>Campaigns Division – Agricultural Image</i>	CropLife America's GreenThumb Challenge	CropLife America
<i>Campaigns Division – Issues Management</i>	NCFC	FLM+
<i>Campaigns Division – Marketing Communications for Non-Agricultural Audiences</i>	American Ethanol	David & Associates

Tactics Division

Category	Program Conducted for...	Winning Company
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	Donaldson Clean Fuel and Lubricant Solutions	Woodruff Sweitzer
<i>Tactics Division – Unique Tactics and Execution: Open Category</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Video Programs</i>	University of Nebraska – Lincoln	FLM+
<i>Tactics Division – Special Events</i>	Leaders of In-Furrow Technology (LIFT)	Karwoski & Courage Public Relations
<i>Tactics Division – Special Events</i>	Asgrow DEKALB	Osborn Barr
<i>Tactics Division – Digital and Social Media: Social Media</i>	Greater Kansas Racing Alliance	Look East
<i>Tactics Division – Digital and Social Media: Websites</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Print Publications: Magazines and Newspapers</i>	The Mosaic Company	broadhead.
<i>Tactics Division – Print Publications: Newsletter</i>	Syngenta	G&S Business Communications
<i>Tactics Division – Media Events and News Conferences</i>	Syngenta	G&S Business Communications
<i>Tactics Division – Digital & Social Media: Blogs</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Digital & Social Media: Video</i>	Arm & Hammer Animal Nutrition	Charleston Orwig
<i>Tactics Division – Annual Reports: Annual Financial Reports</i>	Aurora Cooperative	David & Associates
<i>Tactics Division – Collateral/Literature</i>	Cargill	broadhead.