

Campaigns Division

Category	Program Conducted for...	Winning Company
<i>Campaigns Division – Marketing Communications for Non-Agricultural Audiences</i>	National Pork Board	Lessing-Flynn
<i>Campaigns Division – Marketing Communications for Non-Agricultural Audiences</i>	National Council of Farmer Cooperatives	FLM+
<i>Campaigns Division – Agricultural Image</i>	IANR/University of Nebraska	David & Associates
<i>Campaigns Division – Agricultural Image</i>	U.S. Farmers & Ranchers Alliance	Ketchum
<i>Campaigns Division – Issues Management</i>	Illinois Soybean Association	FLM+
<i>Campaigns Division – Public Affairs</i>	American Farm Bureau Federation	American Farm Bureau Federation
<i>Campaigns Division – Public Affairs</i>	Minnesota Soybean Research & Promotion Council	FLM+
<i>Campaigns Division – Internal</i>	Monsanto	Paradowski

Tactics Division

Category	Program Conducted for...	Winning Company
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	FMC	FLM+
<i>Tactics Division – Print Media Relations for Non-Agricultural (Consumer) Audiences</i>	AdFarm	AdFarm
<i>Tactics Division – Unique Tactics and Execution: Open Category</i>	National Cattlemen's Beef Association	National Cattlemen's Beef Association
<i>Tactics Division – Video Programs</i>	Elanco Animal Health	AdFarm
<i>Tactics Division – Special Events</i>	Syngenta	G & S Business Communications
<i>Tactics Division – Feature Writing</i>	United Soybean Board	Osborn Barr
<i>Tactics Division – Digital and Social Media: Other Innovative Use of Social Media</i>	American Farm Bureau Federation	American Farm Bureau Federation
<i>Tactics Division – Radio Media Relations</i>	Monsanto Advocacy Team	Osborn Barr
<i>Tactics Division – Print Publications: Magazines and Newspapers</i>	Syngenta	G & S Business Communications
<i>Tactics Division – Print Publications: Magazines and Newspapers</i>	GROWMARK, Inc.	GROWMARK, Inc.