

Category	Program Conducted for...	Winning Company
<i>Campaigns Division – Organization or Corporate Reputation</i>	Zoetis	Ketchum
<i>Campaigns Division – Marketing Communications for Non-Agricultural Audiences</i>	USDA Animal and Plant Health Inspection Service	Broadhead
<i>Campaigns Division – Agricultural Image</i>	The Center for Food Integrity	CMA
<i>Campaigns Division – Issues Management</i>	DuPont Pioneer	Weber Shandwick
<i>Campaigns Division – Corporate Social Responsibility and Sustainability</i>	Illinois Soybean Association	Charleston/Orwig
<i>Campaigns Division – Global Communication</i>	Zoetis	Ketchum
<i>Campaigns Division – Public Affairs</i>	National Council of Farmer Cooperatives	FLM+
<i>Campaigns Division – Marketing Communications for Agricultural Audiences</i>	Propane Education & Research Council	Swanson Russell
<i>Campaigns Division – Internal</i>	CropLife America	CropLife America
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	Farm Credit Services of America	The Meyocks Group
<i>Tactics Division – Annual Reports: Annual Financial Reports</i>	Farm Credit Services of America	The Meyocks Group
<i>Tactics Division – Print Publications: Single Issue Publications</i>	CropLife America	CropLife America
<i>Tactics Division – Video Programs</i>	Zoetis	Bader Rutter
<i>Tactics Division – Collateral/Literature</i>	DuPont Pioneer	Weber Shandwick
<i>Tactics Division – Feature Writing</i>	Merck Animal Health	Osborn Barr
<i>Tactics Division – Digital and Social Media: Websites</i>	Ohio Soybean Council	FLM+
<i>Tactics Division – Digital and Social Media: Other Innovative Use of Social Media</i>	The Mosaic Company	Broadhead
<i>Tactics Division – Digital and Social Media: Blogs</i>	The Mosaic Company	Broadhead
<i>Tactics Division – Special Events</i>	Zoetis	Ketchum
<i>Tactics Division – Speeches</i>	American Farm Bureau Federation	American Farm Bureau Federation

Congratulations to our 2014 Golden ARC de Excellence Winner

Ketchum on behalf of Zoetis – “Zoetis Achieves Global Company Debut in Eight Months”

Public Relations Campaign – Global Communications