

Campaigns Division

Category	Program Conducted for...	Winning Company
<i>Campaigns Division – Organization or Corporate Reputation</i>	Verdesian Life Sciences	Osborn Barr
<i>Campaigns Division – Marketing Communications for Non-Agricultural Audiences</i>	National Pork Board	Lessing Flynn
<i>Campaigns Division – Agricultural Image</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Campaigns Division – Issues Management</i>	National Cattleman's Beef Association	National Cattleman's Beef Association, a contractor to the Beef Checkoff, and Ketchum Public Relations
<i>Campaigns Division – Public Affairs</i>	USDA APHIS	broadhead.
<i>Campaigns Division – Corporate Social Responsibility and Sustainability</i>	Coalition for Sustainable Egg Supply	Look East
<i>Campaigns Division – Marketing Communications for Agricultural Audiences</i>	The Mosaic Company	broadhead.

Tactics Division

Category	Program Conducted for...	Winning Company
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	Purina Animal Nutrition Center	Filament Marketing
<i>Tactics Division – Media Events and News Conferences</i>	Boehringer Ingelheim Vetmedica, Inc.	broadhead.
<i>Tactics Division – Video Programs</i>	America's Farmers Grow Communities	Osborn Barr
<i>Tactics Division – Graphic Elements</i>	The Mosaic Company	broadhead.
<i>Tactics Division – Collateral/Literature</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Feature Writing</i>	Arm & Hammer Animal Nutrition	Charleston/Orwig
<i>Tactics Division – Direct Mailing/Direct Response Program</i>	Cargill	broadhead.
<i>Tactics Division – Digital and Social Media: Websites</i>	United Egg Producers	Look East
<i>Tactics Division – Digital and Social Media: Blogs</i>	Leaders of In-Furrow Technology (LIFT)	Karwoski & Courage Public Relations
<i>Tactics Division – Digital and Social Media: Video</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Digital and Social Media: Social Media</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Digital and Social Media: Podcast/Audio</i>	The Mosaic Company	broadhead.

Tactics Division Continued

Category	Program Conducted for...	Winning Company
<i>Tactics Division – Digital and Social Media: Smartphone or Tablet Application (App)</i>	U.S. Grains Council	CharlestonIOrwig
<i>Tactics Division – Editorial/Op-Ed Columns</i>	Syngenta	G&S Business Communications
<i>Tactics Division – Annual Reports: Annual Financial Reports</i>	U.S. Grains Council	David & Associates
<i>Tactics Division – Print Media Relations for Non-Agricultural (Consumer) Audiences</i>	South Dakota Soybean Research and Promotion Council	FLM+
<i>Tactics Division – Print Publications: Magazines and Newspapers</i>	AMVAC	Woodruff Sweitzer
<i>Tactics Division – Print Publications: Newsletters</i>	American Farm Bureau Federation	American Farm Bureau Federation
<i>Tactics Division – Open Category</i>	Center for Food Integrity	Look East
<i>Tactics Division – Public Service Announcements (PSAs)</i>	USDA APHIS	broadhead.
<i>Tactics Division – Special Event</i>	National Pork Board, National Pork Producers, Iowa Pork Board	Look East

Congratulations to our 2016 Golden ARC de Excellence Winner

National Cattleman’s Beef Association, a contractor to the Beef Checkoff, and Ketchum Public Relations

“World Health Organization Reviews Red Meat and Cancer Risk”

Daren Williams, Season Solorio, Shalene McNeill, Shawn Darcy, Elizabeth Elegant

Public Relations Campaign – Issues Management