

<i>Category</i>	<i>Program Conducted For...</i>	<i>Winning Company</i>
<i>Campaigns Division – Public Affairs</i>	Ohio Soybean Council	FLM+
<i>Campaigns Division – Marketing Communications for Agricultural Audiences</i>	Pfizer Animal Health	Bade Rutter
<i>Campaigns Division – Agricultural Image (tie)</i>	Illinois Soybean Association	Charleston Orwig
<i>Campaigns Division – Agricultural Image (tie)</i>	Minnesota Soybean Research & Promotion Council	FLM+
<i>Campaigns Division – Internal</i>	Illinois Soybean Association	Charleston Orwig
<i>Campaigns Division – Open Category</i>	Merck Animal Health	Osborn Barr
<i>Tactics Division – Media Relations: Print Media Relations - Agricultural Audiences</i>	Merck Animal Health	Osborn Barr
<i>Tactics Division – Media Relations: Television/Video News Releases - Agricultural Audiences</i>	Pfizer Animal Health	Bader Rutter
<i>Tactics Division – Video Programs (tie)</i>	Minnesota Pork Board	Weber Shandwick and Minnesota Pork Board
<i>Tactics Division – Video Programs (tie)</i>	Merck Animal Health	Osborn Barr
<i>Tactics Division – Print Publications: Magazines</i>	Minnesota Soybean Research & Promotion Council	FLM+
<i>Tactics Division – Print Publications: Single-Issue Publications</i>	CropLife America	CropLife America
<i>Tactics Division – Collateral/Literature</i>	Institute of Agriculture & Natural Resources, University of Nebraska-Lincoln	David & Associates
<i>Tactics Division – Speeches</i>	American Farm Bureau Federation	American Farm Bureau Federation
<i>Tactics Division – Feature Writing</i>	Pfizer Animal Health	Bader Rutter
<i>Tactics Division – Digital and Social Media: Websites</i>	CropLife America	CropLife America
<i>Tactics Division – Digital and Social Media: Other Innovative Use of Social Media</i>	Minnesota Soybean Research & Promotion Council	FLM+
<i>Tactics Division – Special Events</i>	Ohio Soybean Council	FLM+
<i>Tactics Division – Annual Reports: Non-Financial Annual Reports</i>	Illinois Soybean Association	Charleston Orwig
<i>Tactics Division – Unique Tactics and Execution</i>	Merck Animal Health	Osborn Barr

