Best of NAMA Entry Form - Physical Advertising Entries

(Includes Consumer & Specialty Advertising Categories)

This entry form is used for the following categories: 1-12, 18-21, 23-29, 53-54, 59 & 61

**Note: For Electronic “E” Entries fill out the online entry form.**

Read complete rules before submitting. You may reproduce this entry form as needed, if the same information is listed. Please make sure all names are spelled correctly, persons responsible are identified, proper company division is listed, etc. Information is taken **DIRECTLY** from entry forms to notify winners and order plaques. **Please remember to make TWO (2) additional copies of the entry form to submit with entry. You can get this form on the website at www.nama.org. DON’T FORGET TO INCLUDE EMAIL ADDRESSES. ALL COMMUNICATIONS REGARDING THE AWARDS PROCESS WILL BE SENT VIA EMAIL.**

**Category Number: 48 Category Name: Social community building and engagement (social campaign)**

**Chapter (mandatory): Iowa**

**Entry Title: Meet the #RealPigFarming Farmers of America**

**Company: National Pork Board**

**Address: 1776 NW 14th St.**

**City: Des Moines State: IA Zip: 50325 Phone: 515-223-2600**

**Person Responsible: Claire Masker Email: cmasker@pork.org**

**Agency: Lessing-Flynn**

**Address: 220 SE 6th St., Ste. 210**

**City: Des Moines State: IA Zip: 50309 Phone: 515-274-9271**

**Person Responsible: Laura Plumb Email: laura@lessingflynn.com**

**What is the challenge/opportunity the communication is expected to solve?**

Consumers continue to have questions about how pigs are raised, and no one knows the answers better than pork producers. Lessing-Flynn works with the National Pork Board to plan and execute a social media outreach program designed to empower pork producers, college students and industry experts to engage in meaningful, impactful conversations on social media with consumers using #RealPigFarming. A team of social media advocates, dubbed the Social Forces, were selected to help promote and provide compelling and educational content centered around modern pig farming via their personal and professional social media platforms to engage and educate the general public. Through the branded #RealPigFarming pages, there was the opportunity to share the all these stories with a broad audience.

**How do you want the intended audience to feel or think after seeing the work? What do you want the intended audience to do?**

In the past five years, consumers have become more inquisitive about where their food comes from and how livestock is raised. One of the most vocal opponents of pork production, the Humane Society of the United States (HSUS), saw a 100-fold increase in their Twitter followers in those five years, according to research from Cause Matters Corp. Additionally, videos on animal rights, environmentalism and social issues increase 30 percent on average each month, demonstrating the importance placed on reaching consumers through digital platforms. Meanwhile, the voices of pig farmers were virtually silent on social media platforms until we began the #RealPigFarming campaign in July 2014. As the program expanded over the past few years, we needed to capitalize on the excitement and engagement from producers and continue engaging the consumer audience in conversations by using the burgeoning medium of video that is highly popular on social media.

**Identify the target audience and provide rationale for why the audience was chosen (e.g. demographic, psychographic, attitudinal and/or other strategic considerations.**

The National Pork Board recognized that this conversation had to take place directly between consumers and producers. Consumers needed to have a venue to ask questions, and faith that they would receive accurate answers that truly reflect what occurs on the farm. The campaign has continued to be incredibly successful at sharing the unique stories of pig farmers across the country. The results of the video as of September 2018 include:

**Pig Pen Park**

* 10,745 3-second video views on Facebook
* 4,001 minutes viewed on Facebook
* 21,353 people reached on Facebook
* 462 post engagements on Facebook
* 1,716 people reached on Instagram
* 69 post engagements on Instagram
* 2,767 impressions on Twitter
* 169 post engagements on Twitter

**Gretchen Returns**

* 50,817 3-second video views on Facebook
* 39,200 minutes viewed on Facebook
* 105,524 people reached on Facebook
* 5,301 post engagements on Facebook
* 1,959 people reached on Instagram
* 82 post engagements on Instagram
* 11,549 impressions on Twitter
* 238 post engagements on Twitter

**Son-D Farms**

* 30,024 3-second video views on Facebook
* 26,445 minutes viewed on Facebook
* 58,761 people reached on Facebook
* 1,929 post engagements on Facebook
* Not posted on Instagram
* 2,125 impressions on Twitter
* 70 post engagements on Twitter

**Distance Running**

* 25,377 3-second video views on Facebook
* 10,353 minutes viewed on Facebook
* 44,644 people reached on Facebook
* 1,024 post engagements on Facebook
* 1,655 people reached on Instagram
* 79 post engagements on Instagram
* 5,153 impressions on Twitter
* 242 post engagements on Twitter

**R Family Farms**

* 16,901 3-second video views on Facebook
* 9,490 minutes viewed on Facebook
* 34,870 people reached on Facebook
* 908 post engagements on Facebook
* 1,406 people reached on Instagram
* 44 post engagements on Instagram
* 2,005 impressions on Twitter
* 53 post engagements on Twitter

**Link/Demonstration URL**

[facebook.com/realpigfarming](https://www.facebook.com/realpigfarming)

[twitter.com/realpigfarming](https://twitter.com/realpigfarming)

[www.instagram.com/realpigfarming](http://www.instagram.com/realpigfarming/)

[www.youtube.com/c/realpigfarming](http://www.youtube.com/c/realpigfarming)

**Submitted By\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Company: Lessing-Flynn Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**