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 49 Category Name: Social Tactic**

**Chapter (mandatory): Iowa**

**Entry Title: Vermeer ZR5 Self-Propelled Baler Sweepstakes**

**Company: Vermeer**

**Address: 1410 Vermeer Rd. East**

**City: Pella State: IA Zip: 50219 Phone:**

**Person Responsible: Bailey Boyert Email: bcore@vermeer.com**

**Agency: Lessing-Flynn**

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

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

**Person Responsible: Jordan Beynon Email: jordan@lessingflynn.com**

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

Vermeer launched the world’s first self-propelled baler in September 2017. Since launching the prototype last fall, farmers and ranchers have been able to see the ZR5 self-propelled baler in person at various tradeshows across the U.S. However, what most farmers and ranchers really want is the opportunity to take the ZR5 self-propelled baler for a test drive! Therefore, Vermeer engaged its social community during the National Farm Machinery Show in February 2018, and opened up a sweepstakes to farmers and ranchers in the U.S. to win a chance to test drive the ZR5 self-propelled baler at Vermeer in Pella, Iowa, this summer.

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

Farmers and ranchers are always intrigued by innovations that are going to make them more productive and profitable in the field. Innovative products, like the ZR5 self-propelled baler, create conversation in the field amongst farmers. When unveiled in September 2017, everyone wanted a closer look, and many wanted to drive it themselves. Our intention was to carry that momentum through the sweepstakes and have 500 submissions from farmers and ranchers. While we know the ZR5 self-propelled baler is a big investment for many hay producers and understand that the target market for this product is much smaller than a conventional round baler and tractor implements, we were hopeful to have solid engagement on Facebook.

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

**strategic considerations:** Vermeer recognized that their typical customers — farmers and ranchers — should be the target audience for this campaign. The sweepstakes allowed Vermeer to show their current and prospective customers that they are able to be innovative and bring high-quality products to market — products that will provide major benefits long-term to the cattle producers putting up hay!

The contest promised its winner (chosen at random) a trip for two to Vermeer headquarters in Pella, Iowa, for a tour and test drive of the ZR5, which has yet to officially hit the market.

Out of more than 1,100 entries, Andy and Kayla Smidt from Trumbull, Nebraska, were the lucky ones to get the call. Andy, a 20-year haymaking veteran, was surprised to see a call from Pella coming in on his cell phone the day he was informed he had won.

“I was excited — I mean who wouldn’t be?” Andy said.

The sweepstakes trip started with the tour of the Vermeer plant facilities in Pella, where the Smidt duo witnessed the Vermeer craftsmanship at work.

“(Vermeer) seems to be a very family-oriented facility that gives its workers opportunities to make working for them easier,” said Kayla, who also works in the fields. “That was nice to see, because if you don’t start with quality parts and quality workmanship and quality materials then you’re not going to have a quality product at the end.”

After the tour, the Smidts hit the demo field to take the ZR5 for a spin themselves. A few of their favorite ZR5 features included the zero-turn maneuverability; the quality, smooth ride; and the quarter-turn bale ejection.

“I think the ZR5 is awesome — it’s revolutionary and Vermeer just kicked that football right between the goal posts,” Andy said.

**Link/Demonstration URL:** [business.facebook.com/vermeeragriculture/photos/a.228388447343073/881081762073735/?type=3&theater](https://business.facebook.com/vermeeragriculture/photos/a.228388447343073/881081762073735/?type=3&theater)

**Video Recap of the Sweeps:** business.facebook.com/vermeeragriculture/videos/vl.322959518455649/220963652109366/?type=1

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