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Contestants earn top award in NAA national marketing competition

Oklahoma City, OK July 19, 2023 – Winners of the 2023 National Auction Association Marketing Competition, presented in partnership with Blue River Digital, were announced during the 74th International Auctioneers Conference and Show, July 19. Winning entries were on display and winners received an award for their success.

Overall, the annual NAA Marketing Competition continues its rise as the premier contest for NAA members to showcase their marketing efforts. The total number of entries continued its steady climb seen over the past several years, as did the quality level of those entries.

This year's contest highlighted 424 coast-to-coast, top-level marketing efforts, as winners from 30 states emerged. The competition featured 12 categories: Campaign of the Year, Postcards, Brochures, Podcast, Social medica Influence, Social Media Campaign, Company or Self Promotion, Email Campaign, Paid Social Media Ads, Video, Short-form Video for Social Media, and Photography.

The task of determining winners was given to a panel of marketing and advertising professionals, all of which have backgrounds in branding, promotion, media, public relations, and graphic design. Judging criteria included considerations such as creativity, ad effectiveness, clarity, and visual appeal.

Visit auctioneers.org for a complete list of this year's award recipients.

About the National Auction Association

The National Auction Association represents thousands of Auction professionals from the U.S. and across the world. The mission of the NAA is to provide critical resources to auction professionals that will enhance their skills and successes. The NAA's headquarters are in Overland Park, Kan., and it was founded in 1949. To learn more about the auction method of marketing or find an auction or Auctioneer, please visit www.auctioneers.org.