



**NAA
MARKETING
COMPETITION**

**DIGITAL ONLY,
SINGULAR PDF,
SUBMISSION DEADLINE**

**FEBRUARY
15
2025**

GENERAL RULES

1. ENTRIES MUST BE REFLECTIVE OF THE AUCTION INDUSTRY IN SOME CAPACITY AND MUST HAVE BEEN CREATED BETWEEN JAN. 1 – DEC. 31, 2024.
2. EACH ENTRY MUST BE ACCOMPANIED BY A \$45 ENTRY FEE. CAMPAIGN OF THE YEAR REQUIRES A \$115 ENTRY FEE.
3. THE MEMBER WHOSE NAME APPEARS ON THE ENTRY FORM MUST BE A CURRENT MEMBER OF THE NAA, OR THE ENTRY IS DISQUALIFIED. FORMS MUST CLEARLY LIST THE MEMBER NAME AND OFFICIAL COMPANY NAME, AS THIS CANNOT BE CHANGED ONCE SUBMITTED.
4. EACH ENTRY WILL BE JUDGED BY A PANEL OF MARKETING PROFESSIONALS. THERE WILL BE ONE TOP WINNER IN EACH CATEGORY, WITH UP TO FOUR FINALISTS.
5. FINALISTS WILL BE ANNOUNCED APRIL 1, 2025, AND FEATURED IN THE APRIL/MAY ISSUE OF *THE AUCTIONEER* MAGAZINE.
6. WINNERS WILL BE ANNOUNCED IN-PERSON AT A CEREMONY DURING THE NAA'S INTERNATIONAL CONFERENCE & SHOW. CAMPAIGN OF THE YEAR WINNER WILL ALSO BE INTERVIEWED FOR THE AUG/SEPT ISSUE OF *THE AUCTIONEER*.
7. THE NAA RESERVES THE RIGHT TO MOVE/DENY AN ENTRY BASED ON THE CRITERIA FOR THE CATEGORY IN WHICH IT WAS ENTERED.
8. IMAGES SUBMITTED FOR THIS CONTEST MAY BE USED IN FUTURE ISSUES OF *THE AUCTIONEER* OR FOR OTHER NAA PROMOTIONAL AND MARKETING PURPOSES

CAMPAIGN OF THE YEAR

Subject to change

\$115 entry fee

One entry will be selected as Campaign of the Year

Submit a PDF with title pages dividing major sections that includes any or all of the following:


- A brief, one-page summary of your auction campaign
- Important information on why the auction was noteworthy
- Marketing strategy and tactics used
- Goals for the auction
- Copies of photographs, advertisements, and any other promotional materials
- Innovative marketing or techniques employed
- Online marketing
- Target markets

ALL ENTRIES ARE DIGITAL ONLY!

JUDGING CRITERIA

- Design
- Call to Action
- Engagement
- Modern Marketing Tactics
- Branding


HIGHLIGHTS



Finalists

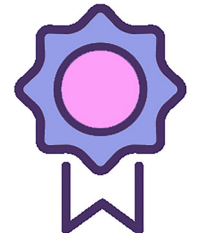
Each category and sub category listed to the right will have up to four finalists. These finalists will be announced in the April/May issue of *The Auctioneer*.

One winner will be selected per category



Awards Ceremony

Winners will be announced and receive their awards at the NAA's 76th International Auctioneers Conference & Show in Schaumburg, Illinois.



Other Highlights

The Campaign of the Year winner will also be interviewed and appear in the Champions Issue of *The Auctioneer* in August/September.

CATEGORIES

Subject to change

\$45 entry fee

Postcards (One or two sided)
Real Estate, Commercial Assets, Personal Assets

Brochures (Multi-page promotional piece)
Real Estate, Commercial Assets, Personal Assets

Video

Benefits, Real Estate, Commercial Assets, Personal Assets

Email Campaign (Include copy of email and any relevant statistics)
Benefits, Real Estate, Commercial Assets, Personal Assets

Company or Self promotion
Audio, Video, Print, Social

Paid Social Media Ads
Benefits, Real Estate, Commercial Assets, Personal Assets

Social Media Influencer (Includes examples of content)

Social Media Campaign (Include copy of campaign and any relevant statistics)

Short-form Video for Social Media (Include video and any relevant statistics)

Photography (Photos may be produced in house or by a professional photographer. If relevant the same photo may be entered into more than one category.)

- Auction Crowd
- Auction Lots
- Auctioneer in Action / Auction Team / Behind the Scenes
- Buyer Excited About Purchase / Fun at Auction
- Creative Photography
- Real Estate

Podcast (Produced by company)