

## MPAA MARKETING CONTEST

As an Auctioneer, advertising and marketing expertise are the keys to the success of your auctions and your overall business. The quality of your advertising and marketing, whether it be in print or digital (online/ internet) including newspaper or magazine ads, television or radio ads, social media or digital display ads, press releases brochures/flyers, signage, promotional materials, etc. are often the general public's first exposure to your auction or your company.

Advertising and marketing create awareness and promote the auction method of marketing as well as the professionalism of your organization. This marketing contest is your opportunity to showcase your skills, see how they compare with other auction companies and to learn more about the latest marketing techniques being utilized in your industry.

Name (MPAA dues for current year must be current) \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Use this form to enter the contest. Check the appropriate box to indicate which category you are submitting for your entry. One form must accompany each entry application.

Bring your entry to the Winter Conference and submit no later than 9:00 a.m. on Saturday, February 17, 2024, to the registration desk.

### Check the box that applies to the category for this entry:

- Print Advertising Sale Bills** (limit up to 3 sale bills entered at \$10 per sale bill)
- Print Advertising Business Cards** (limit 3 per auctioneer, \$10 per card)
- Print Advertising Signs and Banners** (limit 3 per auctioneer, \$10 each)
- Vehicle, UTV, Auction Topper, Trailer** (unlimited entries but you MUST take pictures and place them in a folder to present to the judges, \$10 per entry)
- Business Promotion Wearables**-includes shirts, belts, buckles, hats, etc.(unlimited entries, \$10 per entry)
- Photography/Video** (limit 5 photos for \$20 or \$10 each/limit 1 video \$10 per entry)
- Social Media/Website** (\$10 per entry with unlimited accurate links)

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

**Requirements: Items must pertain to the prior year ONLY**

Please fill out a separate form for each entry

Missouri Professional Auctioneers Association Marketing Contest Score Sheet

**Contestant Name:** \_\_\_\_\_

**Print Advertising Sale Bills**

**TOTAL**

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| Is the marketing clear and easy to read?   | 1 | 2 | 3 | 4 | 5 |
| Is the company name/logo and contact information visible?                          | 1 | 2 | 3 | 4 | 5 |
| Does it describe what type of auction it is? (real estate, personal property, etc) | 1 | 2 | 3 | 4 | 5 |
| Are terms and conditions, time and location visible?                               | 1 | 2 | 3 | 4 | 5 |
| Is the marketing creative?   | 1 | 2 | 3 | 4 | 5 |
| Tie Breaker: MPAA logo or mention of MPAA on the ad?                               | 1 | 2 | 3 |   |   |

**Print Advertising Business Cards**

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| Is the business card clear and easy to read?  | 1 | 2 | 3 | 4 | 5 |
| Is the company name/logo and contact information visible?                             | 1 | 2 | 3 | 4 | 5 |
| Does it describe what type of services offered? (real estate, personal property etc.) | 1 | 2 | 3 | 4 | 5 |
| Is the marketing creative   | 1 | 2 | 3 | 4 | 5 |
| Tie Breaker: MPAA logo or mention of MPAA on the ad?                                  | 1 | 2 | 3 |   |   |

**Print Advertising Signs and Banners**

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| Is the marketing clear and easy to read?                  | 1 | 2 | 3 | 4 | 5 |
| Is the company name/logo and contact information visible? | 1 | 2 | 3 | 4 | 5 |
| Is the marketing creative?                                | 1 | 2 | 3 | 4 | 5 |
| Tie Breaker: MPAA logo or mention of MPAA on the ad?      | 1 | 2 | 3 |   |   |

**Vehicle, UTV, Auction Topper or Trailer**

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| Is the marketing clear and easy to read?                  | 1 | 2 | 3 | 4 | 5 |
| Is the company name/logo and contact information visible? | 1 | 2 | 3 | 4 | 5 |
| Does the marketing stand out?                             | 1 | 2 | 3 | 4 | 5 |
| Tie Breaker: MPAA logo or mention of MPAA on the ad?      | 1 | 2 | 3 |   |   |

**Auction Apparel**

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| Is the apparel easy to read?                         | 1 | 2 | 3 | 4 | 5 |
| Is the company name/logo visible?                    | 1 | 2 | 3 | 4 | 5 |
| Is it creative?                                      | 1 | 2 | 3 | 4 | 5 |
| Does the marketing stand out?                        | 1 | 2 | 3 | 4 | 5 |
| Tie Breaker: MPAA logo or mention of MPAA on the ad? | 1 | 2 | 3 |   |   |

**Photography/Video**

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| Nice, clean and clear picture of the individual or logo?              | 1 | 2 | 3 | 4 | 5 |
| Can you read, see and hear the person in the picture/video?           | 1 | 2 | 3 | 4 | 5 |
| Does the picture or video clearly state what type of marketing it is? | 1 | 2 | 3 | 4 | 5 |
| Tie Breaker: MPAA logo or mention of MPAA on the ad?                  | 1 | 2 | 3 |   |   |

**Social Media/Website**

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| Is the marketing tool easy to access?                            | 1 | 2 | 3 | 4 | 5 |
| Is the company name/log and contact information visible?         | 1 | 2 | 3 | 4 | 5 |
| Does it tell you who, what, where and about the auction company? | 1 | 2 | 3 | 4 | 5 |
| Is it creative?  | 1 | 2 | 3 | 4 | 5 |
| Tie Breaker: MPAA logo or mention of MPAA on the ad?             | 1 | 2 | 3 |   |   |

