



AUCTION MARKETING CAMPAIGN CHALLENGE

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Sponsored by National Auction Association



Develop a marketing campaign for a full estate sale that will utilize the live auction method and include both real estate and personal property. Present your marketing campaign that will use social, print and email direct marketing strategies in a video presentation to describe your target market, product offerings, market potential, and marketing and distribution strategy.

Driving Question or Challenge:

How can you develop and execute a comprehensive marketing campaign that maximizes attendance and bidding engagement for a live estate auction?

Real-world Context:

In today's competitive marketplace, successful auction houses and estate sale companies must master the art of strategic marketing to attract qualified bidders and maximize sale values. This challenge requires DECA members to engage with the complexities of auction marketing, where market research, audience segmentation, and multi-channel communication strategies play crucial roles. By developing a comprehensive marketing campaign for a full estate sale, DECA members will explore the unique challenges of marketing time-sensitive events, understand the psychology of auction bidders and learn about the specialized marketing techniques needed to generate excitement and competitive bidding. This experience mirrors real-world scenarios faced by auction marketing professionals, estate sale coordinators and marketing specialists in the auction industry.

CHALLENGE OVERVIEW

- This event consists of **one** major part: the video presentation that is a maximum of **four minutes** in length.
- Each event entry will be composed of **one to three members** of a DECA chapter. Chapters may submit multiple entries for consideration.
- The participants will create a campaign based on a specific target market, product offerings, market potential and marketing and distribution strategy.
- Participants will present their social, print and email direct marketing strategies in a video that is a maximum of **four minutes**.
- The participants will then present their findings and marketing campaign in a video that is a maximum of **four minutes** in length. Videos longer than **four minutes** in length will not be evaluated and will not be eligible for awards.
- The participants must fully complete and submit the online registration form at www.deca.org/challenges no later than **December 15, 2025, 11:59 p.m. ET** to be eligible for awards. Late entries and entries over four minutes will not be accepted.
- National Auction Association will evaluate all submitted video presentations and select the top three overall teams. From the final three videos, an overall winning team will be selected.
- DECA Inc., and National Auction Association are not responsible for lost, damaged, mislabeled or misdirected entries.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Initiative and Self-direction
- Media Literacy

Each entry should be based on a property example and include items from the indicated categories listed under the chosen property type. Specific examples (images, descriptions) are at the discretion of the individual student/team.

- Property types and categories are as follows:

a. Luxury property

- i. Vehicle
- ii. Recreational vehicles and equipment
- iii. Furniture and décor
- iv. Collection
 1. Art
 2. Coins/stamps
 3. Jewelry
 4. Antiques
 5. Toys
 6. Etc.

b. Country property

- i. Vehicle
- ii. Furniture and décor
- iii. Farm equipment
- iv. Tools
- v. Recreational vehicles and equipment
- vi. Collection
 1. Art
 2. Coins/stamps
 3. Jewelry
 4. Antiques
 5. Toys
 6. Etc.

c. Suburban property

- i. Vehicle
- ii. Furniture and décor
- iii. Tools
- iv. Recreational vehicles and equipment
- v. Collection
 1. Art
 2. Coins/stamps
 3. Jewelry
 4. Antiques
 5. Toys
 6. Etc.



1-3 PARTICIPANTS



4 MINUTES
PRESENTATION TIME



1 VIDEO
ENTRY

PRESENTATION GUIDELINES

The participants will present their marketing plan to National Auction Association judges in a video that is a maximum of four minutes in length. All videos must include the following components:

I. Introduction

- a. Description of the marketing campaign
- b. Description of the target market, including demographics and psychographics
- c. Description of product offerings
- d. Description of market potential
- e. Description of marketing and distribution strategy

II. Proposed Marketing Campaign

- a. Objectives and rationale of the proposed marketing campaign. Clearly define the goal.
- b. Proposed activities and timelines (be specific)
- c. Proposed metrics or key performance indicators to measure campaign effectiveness

III. Video Presentation

- a. Research into auction industry clearly demonstrated.
- b. Presentation demonstrates comprehensive and effective marketing plan.
- c. Provided supporting items such as images, item descriptions, promotional materials.
- d. Poised under pressure, present polished and professional.
- e. Includes introduction & closing.
- f. Team effort is visible.
 - Team: were all team members active participants in final video presentation (not just standing there)
 - Individual: did they show individual initiative
- g. Engaging with clear verbal message.

For evaluation details, please see the Presentation Evaluation Form.

PRESENTATION JUDGING

Judges will select the top three overall teams. From the final three teams, the overall winning team will be selected.

AWARDS

In partnership with the National Auction Association the following awards will be provided:

- 1st Place Team - \$1,500
- 2nd Place Team - \$1,000
- 3rd Place Team - \$500

The top three teams will be recognized on stage during DECA's International Career Development Conference in Atlanta, Georgia. Eligibility to attend DECA ICDC is determined by the chartered association advisor based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines and gain approval from their school advisor to attend the conference.

TIMELINE

Challenge begins	September 2025
Challenge registration deadline/video posted deadline	December 15, 2025
Top 3 teams announced	January 27, 2026
Top 3 teams recognized at ICDC (Atlanta, GA)	April 25-28, 2026

To learn more about how auctions work, start at auctioneer.org/howauctionswork, and explore from there.



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PRESENTATION EVALUATION FORM

Name of School: _____ City: _____ State: _____

Team Member Names: _____

Did the participating team...		Little/No Value	Below Expectation	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Select appropriate target market for the best return on marketing investment.	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
2.	Explain considerations in developing the marketing campaign.	0-1-2	3-4-5-6	7-8	9-10	
3.	Identify and explain selected direct marketing strategies.	0-1-2	3-4-5-6	7-8	9-10	
4.	Assess prospect's needs in relation to the product offering.	0-1-2	3-4-5-6	7-8	9-10	
5.	Coordinate channel management with other marketing activities.	0-1-2	3-4-5-6	7-8	9-10	
VIDEO PRESENTATION						
6.	Research into auction industry clearly demonstrated.	0-1-2	3-4-5-6	7-8	9-10	
7.	Presentation demonstrates comprehensive and effective marketing plan.	0-1-2	3-4-5-6	7-8	9-10	
8.	Provided supporting items such as images, item descriptions, promotional materials	0-1	2	3-4	5	
9.	Poised under pressure, present polished and professional.	0-1	2	3-4	5	
10.	Includes introduction & closing	0-1	2	3-4	5	
11.	Team effort is visible • Team: were all team members active participants in final video presentation (not just standing there) • Individual: did they show individual initiative	0-1	2	3-4	5	
12.	Engaging with clear verbal message	0-1	2	3-4	5	
TOTAL SCORE (100 points)						