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.

**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 February 1, 2024 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
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. Focus on key points to stay within four minute guideline
   b. Be visually creative when presenting the marketing campaign
   c. Include art, style, tone and sound that is relevant to your target audience
   d. Incorporate social, print and email direct marketing strategies
   e. Animation, soundtrack and/or any special effects may be used to enhance your overall video presentation, not distract from purpose
   f. Consistent volume with audible voices, playback video speed at normal

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
The top three teams will be recognized on stage during DECA’s International Career Development Conference in Anaheim, California. 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 1, 2023
Challenge registration deadline/video posted deadline February 1, 2024
Top 3 teams announced               February 23, 2024
Top 3 teams recognized at ICDC (Anaheim, CA) April 27-30, 2024

To learn more about how auctions work, start at auctioneer.org/howauctionswork, and explore from there.
# AUCTION MARKETING CAMPAIGN CHALLENGE

**PRESENTATION EVALUATION FORM**

Name of School: _________________________________________   City: ______________________      State: __________

Team Member Names: __________________________________________________________________________________

<table>
<thead>
<tr>
<th>Did the participating team...</th>
<th>Little/No Value</th>
<th>Below Expectation</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERFORMANCE INDICATORS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Select appropriate target market for the best return on marketing investment.</td>
<td>0-1-2-3</td>
<td>4-5-6-7</td>
<td>8-9-10-11</td>
<td>12-13-14-15</td>
<td></td>
</tr>
<tr>
<td>2. Explain considerations in developing the marketing campaign.</td>
<td>0-1-2-3</td>
<td>4-5-6-7</td>
<td>8-9-10-11</td>
<td>12-13-14-15</td>
<td></td>
</tr>
<tr>
<td>3. Identify and explain selected direct marketing strategies.</td>
<td>0-1-2-3</td>
<td>4-5-6-7</td>
<td>8-9-10-11</td>
<td>12-13-14-15</td>
<td></td>
</tr>
<tr>
<td>4. Assess prospect’s needs in relation to the product offering.</td>
<td>0-1-2-3</td>
<td>4-5-6-7</td>
<td>8-9-10-11</td>
<td>12-13-14-15</td>
<td></td>
</tr>
<tr>
<td>5. Coordinate channel management with other marketing activities.</td>
<td>0-1-2-3</td>
<td>4-5-6-7</td>
<td>8-9-10-11</td>
<td>12-13-14-15</td>
<td></td>
</tr>
<tr>
<td><strong>VIDEO PRESENTATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Develop a marketing campaign pitch to the client.</td>
<td>0-2</td>
<td>3-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>7. Communicate clearly?</td>
<td>0-1</td>
<td>2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>8. Show evidence of creativity and originality.</td>
<td>0-1</td>
<td>2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>9. Entry is well organized, professional and presented in a logical manner.</td>
<td>0-1</td>
<td>2</td>
<td>3-4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL SCORE (100 points)**