

Peoples Company Receives Auction Marketing Campaign of the Year

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After reviewing over 800 entries, the 2018 National Auctioneers Association Marketing Competition, presented in partnership with USA TODAY, honors Peoples Company's Weidert Farm campaign

Peoples Company, a leading provider of land brokerage, land management, land investment and appraisal services in 20 states, has been named the winner of the 2018 Auction Marketing Campaign of the Year at the National Auctioneering Association (NAA) Marketing Competition, presented in partnership with the *USA TODAY*. The award was given for Peoples Company's work to sell the Weidert Farm, a 6,000 contiguous acres m/l tract, which is nestled in the Walla Walla Valley in the state of Washington.

The award will be presented to Peoples Company at the 69th International Auctioneers Conference and Show July 17-21.

"At Peoples Company, we take a unique approach to our land sales and auctions. We understand that each tract of land has different features and its own potential," said Peoples Company President Steve Bruere. "Our dedicated Peoples Company team puts an emphasis on highlighting those desirable land traits with

high-quality, professional marketing and expert counsel. I'm incredibly proud of our team and am grateful to the National Auctioneers Association and the *USA TODAY* for this prestigious honor.”

[Peoples Company's marketing campaign](#) of the Weidert Farm included print, digital and video components. The Peoples Company team went to great lengths to highlight the exceptional traits of the land, which included high volume air drainage, a superior soil profile, versatility in its ability to support different types of crops, exceptional water rights and access to transportation hubs for distribution.

Sealed bids were due to Peoples Company by November 10, 2017. On January 12, 2018, Peoples Company announced Farmland LP, a San Francisco-based land investment firm, [was the winning bidder](#).

At this year's NAA Marketing Competition, over 800 top-level marketing efforts came forth from 23 states ranging coast-to-coast. The competition featured 56 sub-categories in seven categories across three divisions. The task of determining winners was given to a panel of marketing and advertising professionals who represent backgrounds in branding, promotion, media, public relations and graphic design. Judging criteria includes but isn't limited to considerations such as creativity, message, ad effectiveness, clarity and visual appeal.