

Peoples Company Receives Prestigious Awards for Marketing

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Peoples Company receives NAA Auction Marketing Campaign of the Year for the fourth time

Peoples Company and its team members received prestigious awards in the National Auctioneers Association (NAA) Marketing Competition related to their work as a leading national land brokerage firm.

For the fourth time, Peoples Company has won the coveted Auction Marketing Campaign of the Year from the NAA Marketing Competition, presented in partnership with *USA TODAY*. The award was given for Peoples Company's work on the [Garst Absolute Farmland Auction](#). The Garst Farms sale was led by Steve Bruere and Matt Adams of Peoples Company.



In addition to the Campaign of the Year award, Peoples Company also received two platinum awards for its work on the Jantz Farms Auction brochure and postcard. The Wayne County Land Auction brochure also received a gold award, and the Pekarek Farms Multi-Parcel Auction brochure received honorable mention.

“The entire Peoples Company team is honored to be recognized for our work on behalf of our clients through these prestigious awards,” said Peoples Company President Steve Bruere. “Our dedicated Peoples Company team takes great pride in developing and implementing a unique marketing and sale strategy for each property and land tract sale we broker. Time and again, our clients have seen that an aggressive and creative marketing strategy not only increases interest from potential buyers, but it also delivers a strong sale

price.”

The NAA Auction Marketing Competition, held annually, allows NAA Auction Professionals the opportunity to showcase their innovative creations over the past year while vying for top awards for their marketing and advertising materials. Entries to the marketing competition come from across the country and are judged by a panel of marketing professionals according to standards of excellence.