

Auction Alliance wins four intl marketing awards

South African company Auction Alliance has won Grand Champion Award; Auction of the Year Award; Equipment Auctions - Commercial/Industrial; and Best Audio-Visual Production for its original corporate video at the 2011 National Auctioneers Association (NAA) & *USA Today* Marketing Competition, which recognises resourceful and creative marketing efforts of thousands of NAA auctioneers across the globe.



It will be receiving the awards officially in Orlando, Florida in July 2011.

With the biggest names in international auctioneers found amongst the long list of entrants and over 80 categories of marketing and advertising materials submitted by the various NAA members, these marketing awards focus on categories and criteria that include PR, above-the-line advertising, photography, collateral, experiential marketing, direct and below-the-line advertising and audio-visual and digital advertising.

Comments Rael Levitt of Auction Alliance, "To win awards of this calibre is not only a feather in our cap, but a clear sign that we are one of the leading global asset sales and services companies. We are constantly innovating and deploying new marketing methods to ensure that we achieve the targeted consumer reach that our clients have come to expect.

"The company has built a strong reputation for ensuring that our client's valuable assets are not only in the most capable hands, but are being professionally showcased to a broad based and qualified audience in order to deliver profitable results for both buyers and sellers"

Jonathan Kantey, brand manager of Auction Alliance, adds, "As South Africa's leading auction house, one of our greatest competitive advantages is our speed and proficiency to market. Our ability to implement our groundbreaking resources and tactics, whilst compiling campaigns of the highest quality with short lead times, ensures that, just as auctions work quickly and efficiently, so do we."

For more:

NAA newsroom: [2011 NAA - USA TODAY Marketing Competition Winners](#)

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