



For Immediate Release

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Marine Marketers of America Announces 2014 Neptune Award Winners

MIAMI, Fla. – Feb 12, 2015 – Marine Marketers of America (MMA) today announced the winners of its seventh-annual 2014 Neptune Awards for Marketing Excellence during the Miami International Boat Show Industry Breakfast.

“There were 122 entries in 14 categories, our largest field ever,” said Wanda Kenton Smith, president of MMA. “There was great diversity – entries came from companies large and small, sail and power, from insurance to fishing tournaments and everything in between. The standard of work overall was very high, and in the seven years of the Neptune Awards, this was the toughest competition yet.”

2014 Neptune Awards were presented to the following companies in these categories:

Best National Magazine Advertising (Series): Hell’s Bay Boatworks “Draft/Dial/Slider” created by Markham Unlimited

Best Mobile Application: Yamaha Watercraft for “WaveRunner 2015 App”

Best Digital Newsletter: Neptune Group Yachting for “The Neptune Pilot” created by Turnkey Communications and PR and DMT Design

Best Email Blast: IBEX for “2014 Summer Series Campaign” created by CSG Creative

Best Event Marketing/Sales Promotion: BRP/SeaDoo Watercraft for “#SPARKSOMEFUN Test Ride Tour” created by LOOK Marketing

Best Product Literature: Hell’s Bay Boatworks for “Corporate Collateral” created by Markham Unlimited

Best Marketing Innovation: BRP Evinrude for “Digital Configurator” created by Cramer-Krasselt

Best Print Newsletter: Bimini Sands Resort & Marina for “Tidelines” created by Turnkey Communications and PR

Best Regional/Local Marketing: SeaTow for “Life Jacket Loaner Program”

Best National Magazine Advertising (Single Page Ad): Hell’s Bay Boatworks for “Man’s Best Friend” created by Markham Unlimited

Best Social Media Campaign: Mercury Marine for “Carol of the Bells”

Best National Magazine Advertising (Spread): North Sails for “Racing”

Best Video: BRP – Evinrude for “Evinrude E-TEC G2 Outboard” created by Cramer-Krasselt and Group Mojo

Best Web Advertising: Bayliner Boats for “Element XR7 Teaser Campaign” created by Pearl Brands

Winning entries and images may be viewed on the MMA website – visit www.marinemarketersofamerica.org.

About Marine Marketers of America

Marine Marketers of America (www.marinemarketersofamerica.org) is a professional development organization working to enhance the success of marketing and communications professionals involved in the recreational marine industry. The association was established in 2007.

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