



# Marine Marketers of America

For Immediate Release

**Press Contact:**  
Cindy Pechous  
+1 (312) 946-6239  
[cpechous@nmma.org](mailto:cpechous@nmma.org)

## Marine Marketers of America Announces 2013 Neptune Award Winners

**Miami – Feb. 13, 2014** – (Marine NewsWire) Marine Marketers of America (MMA) today announced the winners of its sixth-annual 2013 Neptune Awards for Marketing Excellence during NMMA's State of the Recreational Boating Industry breakfast held earlier today in the Miami Beach Convention Center during the Miami International Boat Show and Strictly Sail. This is the second year that the MMA has presented their annual awards during the Miami show.

Seventeen independent judges from all sectors of the industry scored the entries which recognize the very best marketing work in the North American marine marketplace.

“We are happy to announce that this year's competition doubled the amount of entrants from last year. There were outstanding entries in 13 out of a possible 15 categories, our most interesting field ever,” said Sally Helme, MMA vice president and Neptune Awards co-chair. “The fact that all of the entries were concentrated in fewer categories this year says a lot about where marketers are concentrating their efforts during challenging times for the industry. There was also a dynamic mix of both B2B and B2C entries, which speaks to the importance of both strong distribution and retail support. As usual, entries came from companies large and small, accessories and boatbuilders and everything in between.”

*2013 Neptune Awards were presented to the following companies and marketing firms in these categories:*

**Best National Magazine Advertising (Full Page):** Grady White Boats for “Etched Center Console,” created by Adams & Longino

**Best National Magazine – Spread:** The Hinckley Company for “People are Talking,” created by 8 Beacon Partners

**Best National Magazine Advertising (Series):** Sea Tow Services, International for “Benefits of Sea Tow Membership” created by Syron Design

**Best Regional/Local Advertising:** Legendary Marine for “#1 Dealer in North America Campaign,” created by Legendary Marine and Kenton Smith Marketing

**Best Product Literature:** The Hinckley Company for “Talara 43 Brochure”

**Best Digital Newsletter:** Sea Tow Services, International for “Sea Tow News,” created by Syron Design

**Best Mobile App:** Gemeco Marine Accessories for “iNSTALL App,” created by Hawley Communications

**Best Video:** The Hinckley Company for “What Makes a Hinckley a Hinckley,” created by Digital Salad

**Best Social Media Campaign:** Mercury Marine for “#HandsomeTransom”

**Best Event Marketing/Sales Promotion:** Freedom Boat Club for “Yelp It Out for Sales”

**Best Marketing Innovation:** ACR Artex for “406SurvivorClub”

**Best Email Blast:** Sea Tow Services, International for “Sea Tow Trial Membership Program,” created by Syron Design

**Best Web Ads:** Mercury Marine for “Meet the Team,” created by GS Design

Winning entries and images may be viewed on the MMA website – visit [www.marinemarketersofamerica.org](http://www.marinemarketersofamerica.org)

### About Marine Marketers of America

Marine Marketers of America ([www.marinemarketersofamerica.org](http://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.

Press release distributed by Marine NewsWire  
939 W. 21st St., Norfolk, VA 23517  
Phone: +1 (757) 451-0251  
Fax: +1 (757) 451-3141  
[www.marinenewswire.com](http://www.marinenewswire.com)  
[info@marinenewswire.com](mailto:info@marinenewswire.com)

