



Marine Marketers of America Now Accepting Entries for 2016 Neptune Awards

Venice, Fla., – Dec. 8, 2016 – (Marine NewsWire) Marine Marketers of America (MMA) is accepting entries now through Jan. 11, 2017, for the 2016 Neptune Awards, recognizing excellence in the marine marketing field.

The annual competition is open to any company or organization producing and publishing marine industry marketing materials between Jan. 1 and Dec. 31, 2016, and the awards will be presented at the Miami International Boat Show in February.

“This has been a great year for innovation and creativity in the boating marketplace, and we encourage our industry peers to submit their work in the Neptune Awards program, a prestigious long-time program which is celebrating its ninth year,” said Wanda Kenton Smith, president of MMA.

Entries will be accepted for all 14 current standing categories, including: national magazine ads, national magazine ads in a series, web banner ads, product literature, newsletters, email promotion/blasts, regional/local marketing, video, mobile apps, social media campaigns, marketing innovation, special event/sales promotion, websites and diversity initiatives.

“Last year, there were 97 entries in 13 categories, with a record-breaking total of 47 companies and advertising agencies participating, said Sally Helme, vice president of MMA. “There was great diversity in terms of company size and type, and the standard of work, overall, was very high.”

Neptune award guidelines and entry forms are posted at www.marinemarketersofamerica.org, where you can also view last year’s winning entries. For more information, contact Sally Helme at +1 (401) 845-4405 or awards@marinemarketersofamerica.org.

About Marine Marketers of America

Established in 2007, the Marine Marketers of America is a professional development association working to enhance the success of marketing and communications professionals involved in the recreational marine industry.

Press Contact:

Sally Helme, MMA Vice President

+1 (401) 845-4405

awards@marinemarketersofamerica.org