



Marine Marketers of America

For Immediate Release

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Marine Marketers of America Calls for Entries for 2014 Neptune Awards, Adds New Diversity Award Category

December 2, 2014 – Marine Marketers of America (MMA) has issued an official call for entries for the 2014 Neptune Awards. The awards, which recognize outstanding work in the marine marketing field, will be presented at the Miami International Boat Show in February 2015. The competition is open to any company or organization producing and publishing marine industry marketing work this year between January 1 and December 31, 2014.

Sally Helme, MMA Vice President and awards committee co-chair, stated, “We’re positive that the 2014 Neptune Awards will be our biggest and best ever. The industry has really stepped up its advertising and promotion efforts as the economic recovery has kicked in. Plus, announcing the award winners at Miami for the past two years has contributed to much broader awareness of both Marine Marketers of America and the Neptune Awards.

“There is a lot of marketing energy and creativity in the boating marketplace right now and we hope that marine marketers will take advantage of the Neptune Awards program to have their creativity and innovation recognized by their peers,” she added.

The competition is the seventh annual contest for the coveted Neptune Awards. Entries will accepted for all 12 current standing categories plus one new one. Returning categories include national magazine ads, national magazine ads in a series, web advertising (banner ads), product literature, newsletters, email promotion/blast, regional/local marketing, video, mobile apps, social media campaign, marketing innovation, and special event/sales promotion. In keeping with the marine’s industry focus on growing boating by embracing new markets, a new category recognizing diversity marketing initiatives has been added..

“We are pleased to recognize leading and proactive marine marketers who are actively engaging multicultural markets,” said Marine Marketers of America President Wanda Kenton Smith. “As a marketing association, we encourage the industry to broaden its reach and introduce new markets to the boating lifestyle.”

Deadline for submission is January 9, 2015. Complete program details, including entry guidelines and the official entry form, are posted on the association’s website: www.marinemarketersofamerica.org. For more information about the 2014 Neptune Awards program, please contact Awards Program Co-Chairs Sally Helme at (401) 845-4405 or awards@marinemarketersofamerica.org, or Cindy Pechous at +1 (312) 946-6239, or cpechous@nmma.org.

About Marine Marketers of America

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