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Marine Marketers of America Accepting Entries for 2022 Neptune Award Nominations, Adds 2 New Award Categories

Marine Marketers of America is now accepting entries for the 2022 Neptune Awards competition, the most prestigious recognition program of marketing communications for marine marketers in North America.

The annual contest, now in its 15th year, is open to any company or organization producing and publishing marine industry marketing work between January 1 and December 9, 2022. Entries will be accepted through December 10. The winners will be announced in February 2023.

Stunning, crystal Neptune awards will be presented to winners live at the Discover Boating Miami International Boat Show. This year's awards feature 22 categories, covering all areas of marketing, from social media campaigns and video creation to innovative new digital tools and app development, from PR and diversity initiatives to the use of influencers.

New for this year, the organization added two categories – Dealer Marketing Strategy and Influencer Collaboration / Marketing.

Dealer Marketing Strategy is open exclusively to dealers to recognize the creative ways their teams strategized for boat shows, promotional materials, and community outreach, to name a few. It is only open to organizations that are customer-facing marine dealers.

Influencer Collaboration / Marketing, open to all for entry, to recognize collaboration with an influencer in the social media space. This could include any takeovers, repost programs or long-term content production on behalf of the brand done by an influencer.

Additionally, a best-in-show "King Neptune" will be awarded to the top entry among all categories.

"The last couple of years have seen significant changes to buying behavior in our industry," said awards committee co-chair Alisdair Martin. "Every brand has had to rethink their marketing strategy to address new challenges. Having a truly great marketing team has never been more important than it is today. Creative, innovative marketers who get things done are harnessing new technology, reshaping strategy around modern consumer psychology and driving the success of their brands. Our Neptune Awards are a great place to recognize and honor the best of these marketers."

The submissions will be scored by panels of independent judges following established criteria. More than 88 marketing professionals from throughout the industry served as judges for the 2021 awards and found it to be a very rewarding and educational experience.

If you are a marketing professional and would like to join our judging panel, please email alisdairmartin@gmail.com for more information. The rules are structured so that no one can judge in a category in which there would be a conflict of interest.

A link to the new Neptune Awards entry portal and complete program details are available at www.marinemarketersofamerica.org.

For more information about the 2022 Neptune Awards program, please contact Alisdair Martin alisdairmartin@gmail.com.

Click [here](#) to download an image of Neptune Awards logo.

About Marine Marketers of America

Established in 2007, the Marine Marketers of America (MMA) is the exclusive voice for marine marketers, and the professional association representing recreational marine industry marketers. MMA provides ongoing professional development and networking opportunities, while recognizing the outstanding achievement of marine marketing professionals through its annual Neptune Awards. For information, visit www.marinemarketersofamerica.org.