

## Marine Marketers of America Announces Call for Entries for 2020 Neptune Award Nominations

*Award Submissions Due by Jan. 15, 2021*

**VENICE, Fla.** – Dec. 9, 2020 – (Marine NewsWire) [Marine Marketers of America \(MMA\)](#) is now accepting entries for the 2020 Neptune Awards competition, the most prestigious recognition program of marketing communications for marine marketers in North America.

The annual contest, now in its 13<sup>th</sup> year, is open to any company or organization producing and publishing marine industry marketing work between Jan. 1 and Dec. 31, 2020. Entries will be accepted through Jan. 15. The winners will be announced in February 2021.

Beautiful crystal Neptune awards will be presented in 21 categories, covering all areas of marketing, from national and regional magazine and digital ads and newsletters to video, product literature, PR, marketing innovation and diversity initiatives. In addition, a best-in-show “King Neptune” will be awarded to the top entry among all categories.

New for this year is a special category for “Best Pandemic Marketing Effort,” to recognize the creative ways marine marketers addressed the unique challenges of connecting with consumers during Covid times. Also new is a best-in-class awards platform and portal designed to make it simpler and faster to manage and submit entries.

The submissions will be scored by panels of independent judges following established criteria.

Sally Helme, MMA vice president and awards committee co-chair, said: “The Neptune Awards have become increasingly competitive through the years as reflected in the exceptionally high level of creativity and quality in the entries submitted. Marketing under the unique conditions of 2020 required upping your game. We encourage marine marketers to take advantage of this opportunity to promote and showcase how they handled 2020’s challenges and share their best work with their peers in the industry.”

According to awards committee co-chair Kristen Frohnhoefer, last year’s competition drew 150 entries in 20 categories. “More than 50 marketing professionals from throughout the industry served as judges and found it to be a very rewarding and educational experience.” If you are a marketing professional and would be able to join our judging panel, please email [kfrohnhoefer@seatow.com](mailto:kfrohnhoefer@seatow.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](http://www.marinemarketersofamerica.org).

For more information about the 2020 Neptune Awards program, please contact Sally Helme, +1 (401) 835-2114 or email [marinemarketersofamerica@gmail.com](mailto:marinemarketersofamerica@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](http://www.marinemarketersofamerica.org).

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