

FOR IMMEDIATE RELEASE

February 19, 2024

Marine Marketers of America Announce Winners of 2023 Neptune Awards during Discover Boating™ Miami International Boat Show®

MIAMI BEACH, FL. – Marine Marketers of America [MMA], the voice for marketing professionals in the recreational marine industry, recognized the winners of the 2023 Neptune Awards competition at a high-profile award ceremony and cocktail reception during the 2024 Discover Boating™ Miami International Boat Show®. More than 250 prominent industry professionals attended the ceremony, which took place February 15 at the Miami Beach Botanical Gardens.

"We are thrilled to see the exceptional creativity and innovation showcased by this year's Neptune Awards winners," said Alisdair Martin, Neptune Committee Co-Chair and MMA board member. "The diverse range of marketing talents within the marine industry continues to elevate every year and these achievements inspire us all. Congratulations to every winner for their outstanding contributions to marine marketing excellence and for making this year's Neptune Awards a resounding success."

An esteemed committee of 80 professionals judged entries across 24 different categories, covering a full range of marketing content and collateral.

The full list of winners is as follows:

- B2B Marketing: ZF Marine
- Best Use of AI: Marine Retailers Association of the Americas
- Best Use Of Data & Insights: Sea Ray Boats
- Boat Show Marketing: Pursuit Boats
- Brand Engagement Campaign: Bayliner
- Email Marketing: Sea Ray Boats
- Event Marketing / Grassroots: Pursuit Boats
- Industry Rising Star of 2023: TACO Marine – Zoe Rawitz
- Influencer Collaboration / Marketing: Akzonobel
- Integrated Marketing Campaign – Boat Brand: Yamaha Boats & Waverunners
- Integrated Marketing Campaign: BD Outdoors
- Lead Generation Campaign: Shell Marine
- Marketing Innovation: Marine Connection
- Marketing Partnership: Mercury Marine
- New Product / Model Launch Campaign: Aquila Power Catamarans

- Paid Advertising Campaign: Sea Ray Boats
- Product Literature: Sea Ray Boats
- Public Relations Campaign: Recreational Boating & Fishing Foundation (RBFF)
- Social Media Campaign: Cobalt Boats
- Video - Series: Malibu Boats
- Video - Single Long: Cobalt Boats
- Video - Single Short: Malibu Boats
- Website - Corporate & Brand: Sportsman Boats
- Website - Special Landing Page: Sportsman Boats

In addition, the top entry among all Neptune categories was selected to receive the coveted King Neptune Award. This honor goes to BD Outdoors in the category of Integrated Marketing Campaign for its entry titled, “West Coast Film Series.”

From everyone on the MMA Board and Neptune Awards committee, congratulations to all the winners and thank you to everyone who entered! The complete list of winners is available online at www.marinemarketersofamerica.org, and the Neptune Awards presentation can be viewed on the organization’s official YouTube channel <https://www.youtube.com/@marinemarketersofamerica>.

About Marine Marketers of America

Founded in 2007, the Marine Marketers of America (MMA) has been the voice for marketing professionals in the recreational marine industry. The MMA hosts a variety of professional development programs including event keynotes and recent partnerships with the Grow Boating Summit. It traditionally offers bi-annual membership meetings, membership communications and produces the annual Neptune Awards competition which recognizes excellence and the best work in marine industry marketing throughout North America. For information about the MMA, please visit www.marinemarketersofamerica.org.