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Marine Marketers of America Calls for Judges for 2024 Neptune Awards

Marine Marketers of America is now selecting the judging panel for the 2024 Neptune Awards competition, the most prestigious recognition program of marketing communications for marine marketers in North America.

Last year, 155 entries across 24 categories were judged by more than 80 volunteers – a panel of independent judges following established criteria who found the experience to be very rewarding and educational.

The contest, now in its 17th year, is accepting entries across 22 categories, including the new Marketing Team of the Year award, as well as Best Use of AI, Industry Rising Star, Lead Generation Campaign, Marketing Collaboration, New Product/Model Launch Campaign, Paid Advertising Campaign, and Video Series.

Each judge will be responsible for vetting 1-2 categories of the Neptune Awards based on set criteria. They will be assigned based on areas of expertise and in accordance with any conflict of interest. Entrants to the competition are allowed to judge categories in which they are not competing. The number of entries will vary by category.

For their participation, each judge will have access to the full creative assets submitted to their category, which is propriety and not shared with further audiences. In addition, a special digital badge will be available demonstrating the professional's prestigious role as a Neptune Award judge.

"Being a judge for the Neptune Awards is a unique privilege," said MMA Board Member Dana Koman, Patrick Industries Director of Aftermarket Strategy and Business Growth, Marine. "It offers a front-row seat to the innovative marketing strategies shaping the future of the marine industry. It's an opportunity to celebrate the thought leaders driving the field forward while helping to recognize the outstanding talent that sets the standard for excellence in marine marketing today."

The judging period will take place December 21, 2024 – January 17, 2025. Judges will have four weeks to review entries when it is most convenient for their schedules. Winners will be announced in February 2025 during the Discover Boating™ Miami International Boat Show.

Creative professionals interested in judging the 2024 Neptune Awards, or learning more about the judging process, can sign up on <https://www.marinemarketersofamerica.org/neptunes-judging> and a member of the awards committee will reach out.

For any questions or more information about becoming a Neptune Awards judge, please email alisdairmartin@gmail.com.

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.