



Marine Marketers *of America*



Neptune Awards



Marine Marketers
of America



Neptune Awards

- Neptune Awards Were Launched in 2008
- 2016 Awards - 9th Year
- Neptune Awards are the Exclusive National Award Recognition for Excellence in Marine Marketing
- Judged by Marine Marketers in Non-Competing Categories.
- 30 Judges for 2016 Competition
- 2016 - 99 Entries in 16 Categories.
- 2016 - 15 Winners
- 2016 – 10 Honorable Mentions

... and the 2016 Neptune Award Winners Are ...



NEPTUNE AWARD
RECOGNIZING EXCELLENCE IN
MARINE MARKETING
COMMUNICATIONS
Presented To



Product Literature

2016



Marine Marketers
of America

Neptune Awards

The Moorings Product Brochure

Honorable Mention:
Hatteras Motoryacht and Sportfish Brochures





NEPTUNE AWARD
 RECOGNIZING EXCELLENCE IN
 MARINE MARKETING
 COMMUNICATIONS
 Presented To

Digital Newsletter

2016

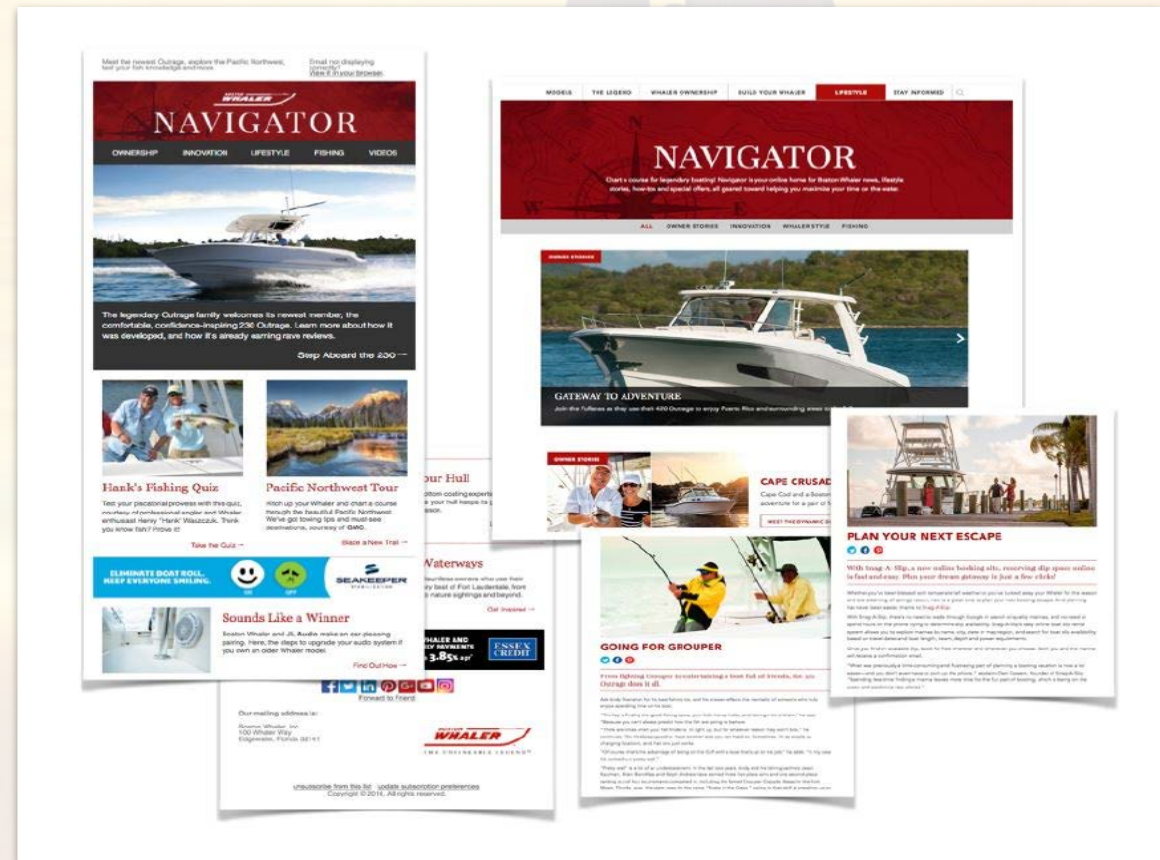


Marine Marketers
 of America

Neptune Awards

Boston Whaler Navigator

Created by Dino Publishing





NEPTUNE AWARD
 RECOGNIZING EXCELLENCE IN
 MARINE MARKETING
 COMMUNICATIONS
 Presented To

Print Newsletter
2016

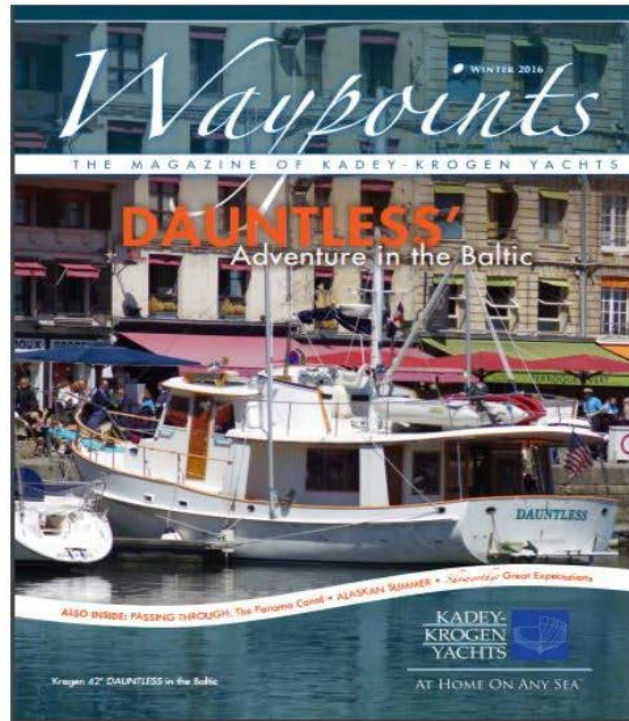


Marine Marketers
of America

Neptune Awards

Kadey-Krogen Yachts Waypoints

Honorable Mention:
 Yamaha Watercraft "Prosales"



KADEY-KROGEN YACHTS
 AT HOME ON ANY SEA
www.kadey-krogen.com

NEW YORK OFFICE
 410 HWY One Highway
 Suite 15
 (772) 264-0171
 (888) 241-1733

ANNAPOLIS
 250 Annapolis Harbor Rd.
 Suite 201
 Annapolis, MD 21403
 (410) 214-1775

PORTSMOUTH
 New England Boatworks
 1 Harbor Rd.
 Portsmouth, NH 03871
 (603) 862-9972

SEAFORD
 Seaford Bay Marine Center
 238 West Cameron Hwy.
 Suite 220
 Seaford, DE 19779
 (302) 413-5431

**SCARSDALE AND
 ROSELAND EUROPE**
 200 West 18th
 St. #2720 Chelsea, NY
 (212) 310-0800

UPCOMING EVENTS

We hope that you will enjoy one or more of the events taking place over the next several months. Our crew looks forward to meeting with you! Please email us at yourcrew@kadey-krogen.com to schedule an appointment. Of course, you are welcome to visit if you just stop by. Sign up to receive our monthly eNewsletter NAWAID on our website and visit www.kadey-krogen.com/events for the latest information.

<p>Seattle Boat Show Seattle, Washington January 29 – February 6, 2016 Brokerage Vessels: Krogen 44' Wildcody & Krogen 48' North Sea</p>	<p>Yachts Miami Beach Collins Avenue, Miami Beach, Florida February 11 – 15, 2016 Krogen 44' AE, Krogen 52' G & Krogen 58' EB</p>
<p>TrawlerFest – Riviera Beach Riviera Beach, Florida January 28 – 31, 2016 Krogen 48' AE & Krogen 52' G Brokerage Vessels: Krogen 44' AE & Krogen 48' AE</p>	<p>Kadey-Krogen Yachts Spring Open House Stuart, Florida March 18 – 19, 2016 Krogen 48' AE, Krogen 52' G Krogen 58' EB, Brokerage Vessels: TBA</p>

IT'S A Big YEAR
 INTRODUCING

KROGEN 68' EXPEDITION **KROGEN 50' OPEN**

KROGEN 70'



NEPTUNE AWARD
 RECOGNIZING EXCELLENCE IN
 MARINE MARKETING
 COMMUNICATIONS
 Presented To

Single Page Ad

2016



Marine Marketers
of America

Neptune Awards

Boston Whaler Core Confidence

Created by Dino Publishing





NEPTUNE AWARD
 RECOGNIZING EXCELLENCE IN
 MARINE MARKETING
 COMMUNICATIONS
 Presented To

Spread Ad

2016



Marine Marketers
of America

Neptune Awards

Hatteras Ad Spread

Created by
 Adventure Advertising

FOR THE DREAMS YOU NEVER STOPPED CHASING
 ARE YOU ON BOARD?

It's only when we go back to believing anything is possible that it truly is. For over 55 years that's been the philosophy of Hatteras and the inspiration behind the new 70 Motor Yacht. Combining legendary Hatteras performance with a fresh open-concept design, the 70 astounds. Signature wraparound windows create 360-degree views and shower the crisp, elegant interior with light from aft to bow. It is an experience without equal for those who chase a life without limits.

SEE THE ALL-NEW HATTERAS **70** MOTOR YACHT AT THE PALM BEACH INTERNATIONAL BOAT SHOW | MARCH 17-20, 2016

Hatteras
 HATTERASYACHTS.COM



Ad Series

2016



Marine Marketers
of America

Neptune Awards

Hell's Bay 'Skiff Life' Series Created by Markham & Stein



Honorable Mention: Bayliner "Experience the Evolution" Series



Web Banners

2016



Marine Marketers
of America

Neptune Awards

Volvo Penta

A New Direction of Fun Campaign

Created by Cramer Krasselt

Honorable Mention:
Regal Boats 2016 Web Campaign

320x50



728x90



300x250



300x600



160x600





Web – Native Ads
2016



Marine Marketers
of America

Neptune Awards

T-H Marine

Churning News & Making Waves

Created by Bevelwise

Honorable Mention:
Volvo Penta – A New Direction of Fun

T-H Marine Supplies shared HydroWave's video. Sponsored

Great advice about HydroWave settings from Kevin VanDam.

Kevin VanDam Talks About HydroWave Giving him a Winning Edge

HYDROWAVE MARINE AUDIO TECHNOLOGY

11,773 Views

HydroWave Sponsored

Especially after his huge win at the Bassmaster Elite Series tournament Bend, do you ever find yourself wondering, "HOW does Kevin VanDa... We ... See More

130 Likes 3 Comments

Like Comment Share

T-H Marine Supplies Sponsored

More exciting news from the ICAST showroom! We're bringing customers twice the action with our new Dual Kong Electronics Mounts.

T-H Marine Announces Dual Kong Electronics Mounts

Get twice the EXTREME stability for your fishing electronics with our Dual Kong Electronics Mounts. Learn why KONG™ has the strength pro anglers seek. THMARINE.COM

131 Likes 2 Comments 26 Shares

Like Comment Share

HydroWave Sponsored

Pro Angler Todd Faircloth uses his Lowrance fish finder along with his HydroWave. To find out what else he recommends, watch this short video.

40 Likes 3 Comments 1 Share

Like Comment Share



Brand Promotional Video

2016



Marine Marketers
of America

Neptune Awards

Boston Whaler Outrage Family Launch Video Created by Dino Publishing

Honorable Mention: Galeon Promotional Video
MarineMax





Brand Promotional Video Series

2016



Marine Marketers
of America

Neptune Awards

SIMRAD

Go With Confidence

**Honorable Mention:
Volvo Penta Boating Challenge**



Go With Confidence

Brand Promotional Video Campaign
2016 Neptune Awards Entry Submission





Social Media Campaign

2016



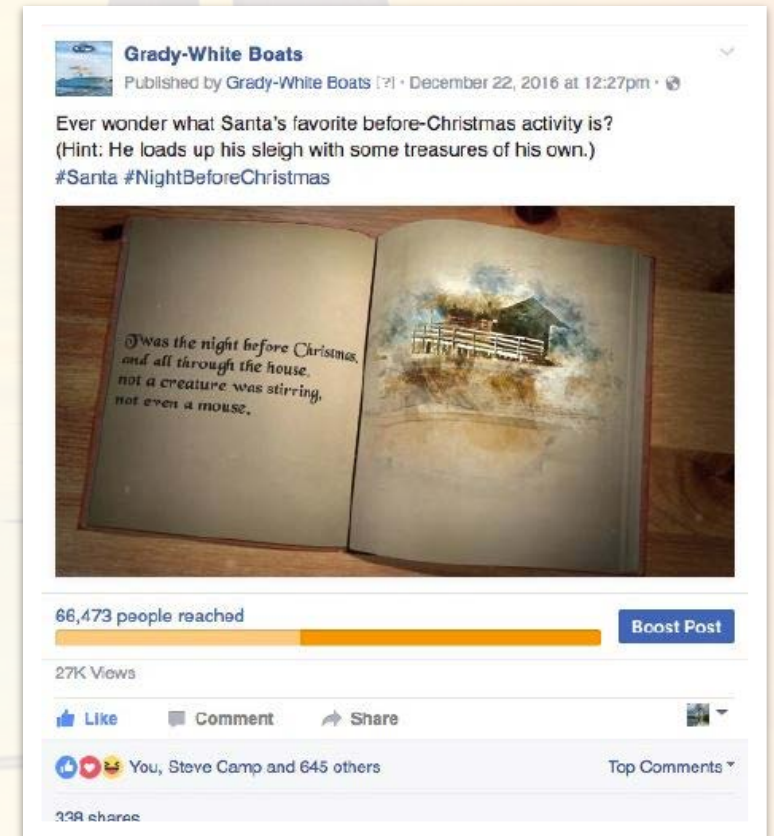
Marine Marketers
of America

Neptune Awards

Grady White Night Before Christmas Video

Created by Adams & Longino & Buzzadelic

Honorable Mention: Yamaha Watercraft "My Yamaha Memories"





Event Marketing / Sales Promotion

2016



Marine Marketers
of America

Neptune Awards

Volvo Penta

A New Direction of Fun Campaign
Created by Cramer Krasselt

Honorable Mention: Mercury Marine – 2016 Mercury Edge

**VOLVO
PENTA**

A NEW DIRECTION OF FUN





Website
2016

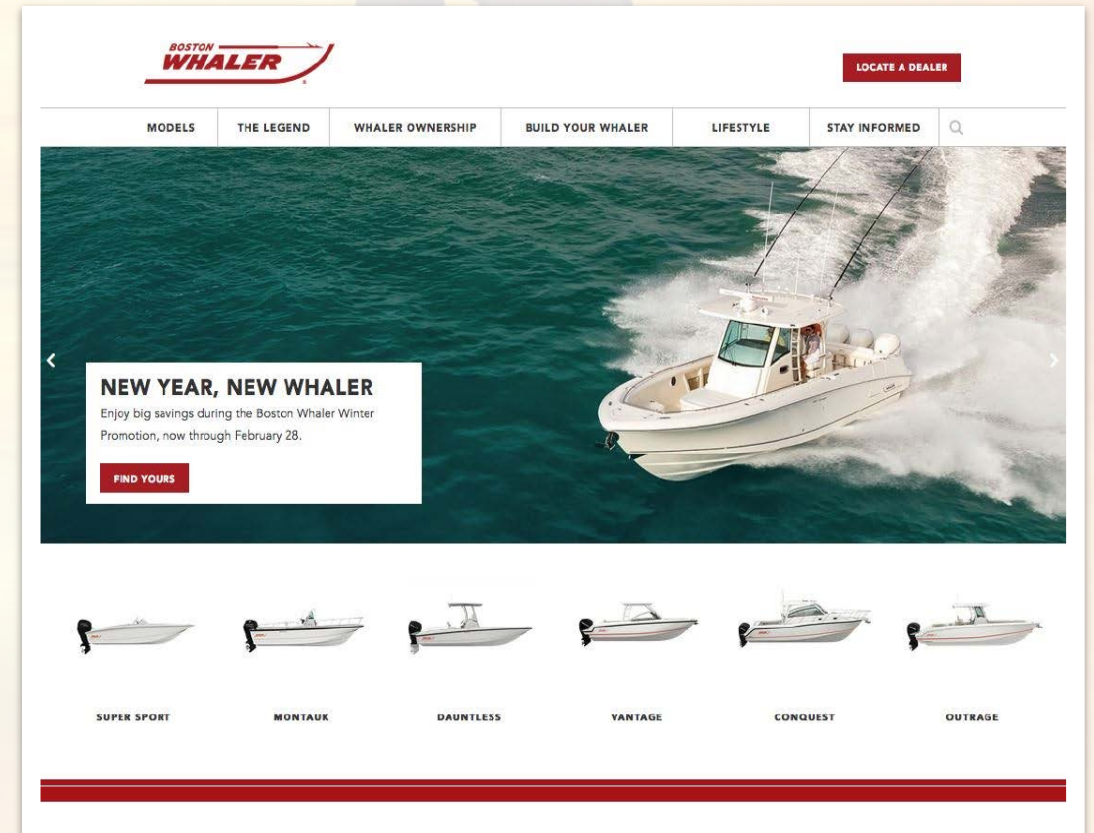


Marine Marketers
of America

Neptune Awards

Boston Whaler Boston Whaler Website Created by Dino Publishing

Honorable Mention: Chaparral Boats





Diversity Initiatives

2016



Marine Marketers
of America

Neptune Awards

RBLC New Markets Task Force

Industry Training Module:
Proven Strategies
for Engaging New Markets



"Proven Strategies for
Engaging New Markets"

Produced by RBLC New Markets Task Force



Marketing Innovation

2016



Marine Marketers
of America

Neptune Awards

Nautique

Launch of Super Air Nautique

GS20

SUPER AIR NAUTIQUE GS20 - LAUNCH





Marine Marketers
of America

Neptune Awards

Thanks to the NMMA for This Presentation Opportunity!

Thanks to All the Companies who Participated!

**Thanks to Neptune Awards Chairperson Sally Helme
and the Entire Judging Committee!**

**Congratulations to All of
the 2016 Neptune Award Winners!**