



Marine Marketers *of America*

Neptune Awards

For 2015 Marketing



Marine Marketers
of America

Neptune Awards

For Best National Magazine Advertising 2015
Single Page

Hell's Bay Boat Works

"Cheat On The Big Boat"

Created by Markham Unlimited

CHEAT ON THE BIG BOAT WITH A SEXY LITTLE NUMBER.



The Hell's Bay Skiff Tender. Because the big boat can only take you so far.

THE WORLD'S FINEST  SHALLOW WATER SKIFFS

HELLSBAYBOATWORKS.COM



Marine Marketers
of America

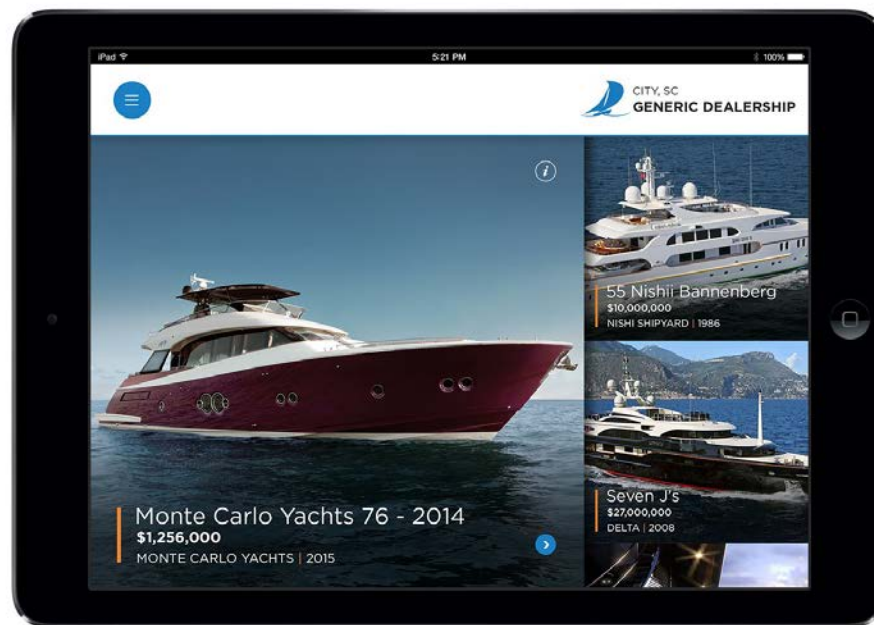
Neptune Awards

For Best Mobile Application 2015

Jester Communications

"Toucan Touch"

With Dominion Marine Media





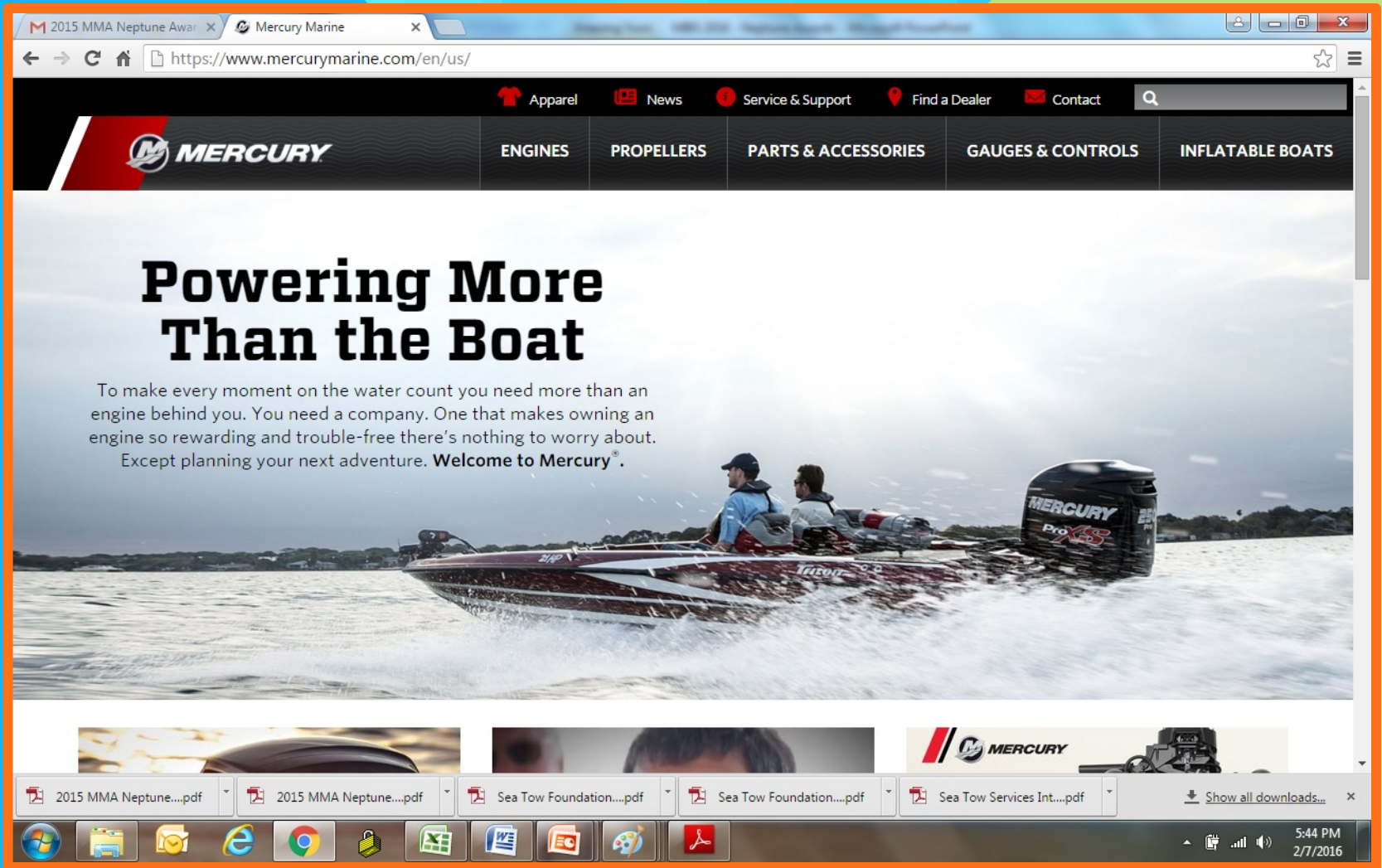
Marine Marketers
of America

Neptune Awards

For Best Website 2015

Mercury Marine

"New Global Website"





Marine Marketers
of America

Neptune Awards

For Best Digital Newsletter 2015

Hatteras Yachts

"Hatteras Currents"

Created by Turnkey Communication & PR



Big Things Are Happening in New Bern....

By the time Hatteras Yachts President & CEO John Ward announced earlier this month that a new 90-foot model would join the Hatteras Motor Yacht series, which ranges from 60 to 100 feet, the naval architecture on the hull already had been completed. The Hatteras 90 Motor



Yacht's hullform is a slightly smaller evolution of the 100 Motor Yacht's highly successful hull, incorporating similar tunnels to accommodate large propellers for improved performance and to reduce the draft.

In fact, Hatteras workers already are laying up the new 90 Motor Yacht's hull utilizing our high-tech resin infusion process here at our New Bern facility!

In addition, reported David Willoughby, Hatteras Yachts senior design engineer: "The superstructure tooling is almost complete and the flybridge is being cut."

The first 90 Motor Yacht, which is due to launch in early 2017, will be a standard Open Flybridge model (it also is available with an Enclosed Flybridge).

The rest of the yacht is still "in the full throes of the design phase," said Willoughby, although he revealed, "We've already done a competitive product analysis to make sure that we are meeting or exceeding what other builders are producing in this size range." This product analysis includes consulting a panel of current Hatteras owners and dealers about the new 90's design. "The voice of the customer and the voice of the dealer are an important part of the process," he said.

The new 90 Motor Yacht's exterior profile takes its visual cues from the Hatteras 70 Motor Yacht and 100 Raised Pilothouse. "It has the same family DNA in its overall look and styling detail," Willoughby said. Following the outstanding reception that the new Hatteras 70 Motor Yacht received at its World Premiere at the Fort Lauderdale International Boat Show, however, the Hatteras design team is considering enlarging the curved skylight above the 90's main deck even more. "It will be an enormous skylight providing light to the galley and informal dining area forward," he said.



Marine Marketers
of America

Neptune Awards

For Best Email Blasts 2015

Yamaha Watercraft

"Lead Entry Email Campaign"

ICBM Media


Introducing new technology, elegant design, and a new level of experience

YAMAHA
Rise Your Heart

SHOP BOATS WHY YAMAHA OFFERS + INCENTIVES

FIND YOUR DEALER

INTRODUCING THE 2016 242 LIMITED S E-SERIES



Innovative Technology. Elegant Design. An Unrivaled Experience.

[VIEW THE SPECS](#)


NEW LEVELS OF INNOVATION, PERFORMANCE AND TECHNOLOGY

MORE PASSENGER ROOM

Spacious U-shaped lounge features luxury upholstery and folding twin captain's chairs

PREMIUM FOLDING TOWER

New tower design includes a built-in Bimini, solar panel charger, & loads for easy storage



SWIM PLATFORM

Our award-winning swim platform, equipped with Sea-Dek mats, wet storage areas, and a 12V plug

PREMIUM TECHNOLOGY

Featuring push-button start, throttle-by-wire controls & Connex, our award-winning helm control system

[SEE MORE FEATURES](#)

Introducing new technology, elegant design, and a new level of experience

YAMAHA
Rise Your Heart

SHOP BOATS WHY YAMAHA OFFERS + INCENTIVES

FIND YOUR DEALER

INTRODUCING THE 2016 242X E-SERIES

an all-new high performance wake boat featuring cutting-edge technology and luxury features

[VIEW THE SPECS](#)



THE ULTIMATE IN WATERSPORTS TECHNOLOGY

UPGRADED SOUND SYSTEM

1,000-watt, 10-speaker stereo system featuring Polk® subwoofer

PREMIUM TOWER

New design includes a built-in Bimini, solar panel charger and built-in racks



PREMIUM TECHNOLOGY

Featuring the newest version of Connex, now including digital speed control

TRIPLE BALLAST

Provides 1,400 lbs of weight for the perfect wave shape & size

[SEE MORE FEATURES](#)

Introducing new technology, elegant design, and a new level of experience

YAMAHA
Rise Your Heart


SHOP BOATS WHY YAMAHA OFFERS + INCENTIVES

FIND YOUR DEALER

INTRODUCING THE 2016 AR190

featuring Yamaha's patented Articulating Keel and a new forward-swept tower

[VIEW THE SPECS](#)




THE ULTIMATE FAMILY-FRIENDLY WATERSPORTS BOAT

MORE PASSENGER ROOM

Spacious U-shaped lounge features newly designed upholstery

FORWARD-SWEPT TOWER

New aluminum tower design is built for watersports



ARTICULATING KEEL

Extension of the boat's keel moves & tracks through the water in perfect relation to the jet pump nozzle

ADDITIONAL STORAGE

Roomy bow area features generous underseat storage options

[COMPARE THE 190 SERIES](#)



Marine Marketers
of America

Neptune Awards

For Best Event Marketing/Sales Promotion 2015

Sea Tow Foundation

"Designate A Sober Skipper"

Syron Design

SEA TOW



I PLEDGE TO:

- RESPECT THE LEGAL DRINKING AGE
- BE RESPONSIBLE FOR MY VESSEL & ALL PASSENGERS
- BE OR DESIGNATE A SOBER SKIPPER



BROUGHT TO YOU BY
THE SEA TOW FOUNDATION



Marine Marketers
of America

Neptune Awards

For Best Product Literature 2015

Mercury Marine

"Mercury Marine Product Catalog"

By Mercury Marine and GS Design

Mercury Marine® **Propulsion**



OUTBOARDS / STERNDRIVES / INBOARDS



Marine Marketers
of America

Neptune Awards

For Best Social Media Effort 2015

Sea-Doo

"Ultimate Sea-Doo Beach Party"

Created by LOOK Marketing/Cramer-Krasselt



Flavorite Beach Party with Sea-Doo

June 10, 2015

Join the fun and excitement of the ultimate beach party with Sea-Doo. Being back water inspiration, check out this Sea-Doo Ultimate Beach Party video featuring the all-new Sea-Doo Spark. We are currently PWC or watercraft with a lot of love to have attended this party, so we know we won't have!



International Jet Sports Governing Association

HOME | RESOURCES | MEDIA | ABOUT US | CONTACT | NEWS



Win The Ultimate Beach Party Courtesy Of Sea-Doo And Supertramp



Ultimate Beach Party With Sea-Doo

Ultimate Beach Party With Sea-Doo

Ultimate Beach Party With Sea-Doo

Ultimate Beach Party With Sea-Doo

Ultimate Beach Party With Sea-Doo



Sea-Doo Ultimate Beach Party

Posted by Staff | Date: June 10, 2015 | 10:10 AM | 10:10 AM | 10:10 AM

Check out this Sea-Doo Ultimate Beach Party video featuring the all-new Sea-Doo Spark. We are currently PWC or watercraft with a lot of love to have attended this party, so we know we won't have!



VIDEO: SEA-DOO'S ULTIMATE BEACH PARTY WITH DEVON SUPERTRAMP

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party

Sea-Doo Ultimate Beach Party



Marine Marketers
of America

Neptune Awards

For Best Web Advertising 2015
Native

T-H Marine Supplies

"Even More Ways To Enjoy The Water"

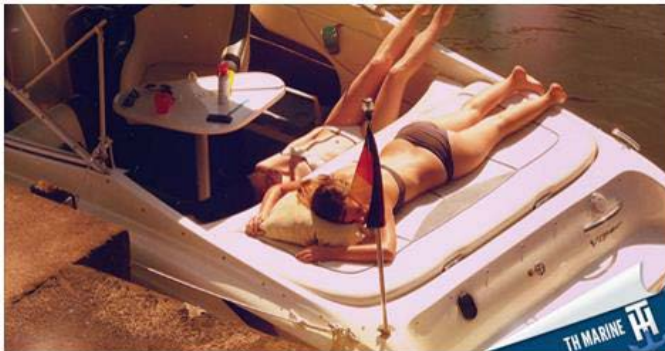
Bevelwise



T-H Marine Supplies

July 28, 2015 · 🌐

A slight breeze? Warm sun? A cold beverage? What does your day off look like on a boat?



Think Vacation Thoughts

Our family-owned business has produced high quality boat accessories and coupled them with great customer service since 1975. With T-H Marine, you can focus on all the fun to be had out on the water.

THMARINE.COM

Learn More

51,841 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

397 people like this.

Chronological ▾

11 shares



T-H Marine Supplies

July 28, 2015 · 🌐

There's no better way to make memories, teach valuable lessons, & have conversations.



Boat. Fish. Mentor.

Our family-owned business has produced high quality boat accessories and coupled them with great customer service since 1975. With T-H Marine, you can focus on all the fun to be had out on the water.

THMARINE.COM

Learn More

4,827 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

192 people like this.

4 shares



Marine Marketers
of America

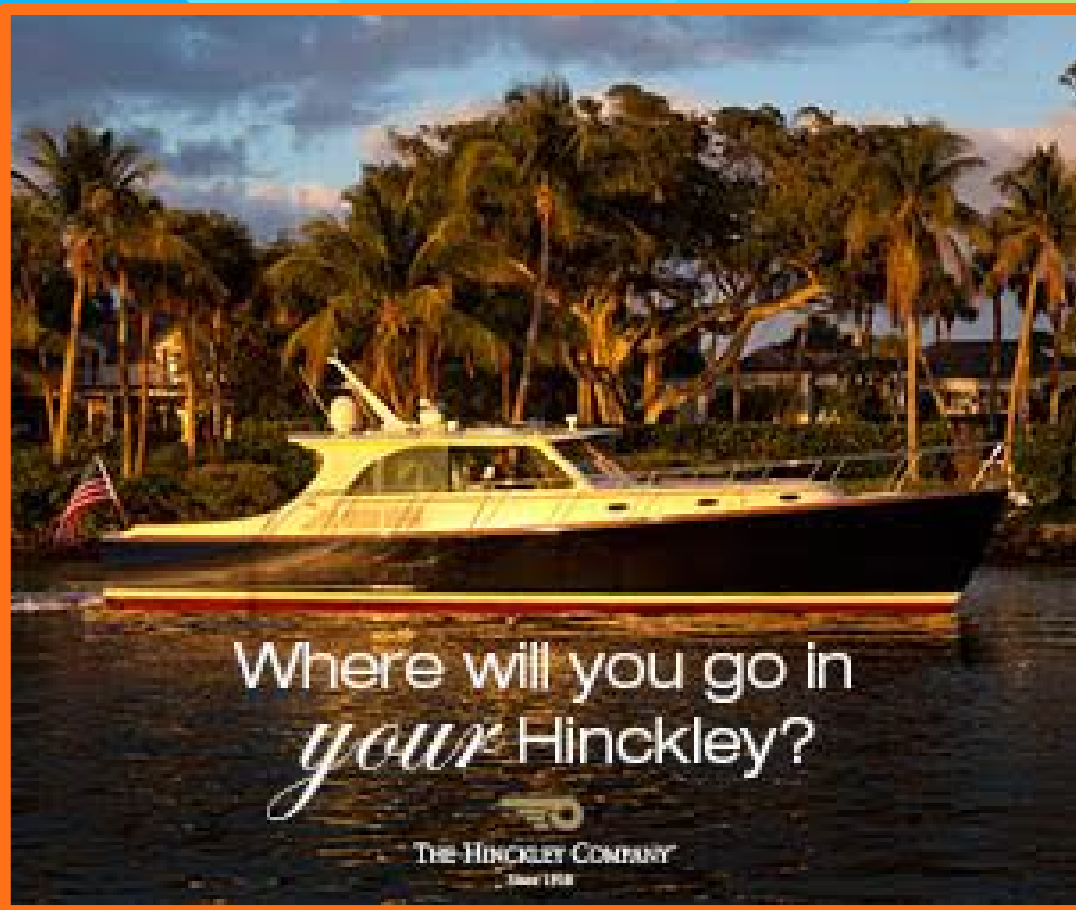
Neptune Awards



For Best Web Advertising 2015
Banner Ads

The Hinckley Company

"Where Will You Go in Your Hinckley"



Where will you go in
your Hinckley?

THE HINCKLEY COMPANY

Since 1958



Marine Marketers
of America

Neptune Awards



NEPTUNE AWARD
RECOGNIZING EXCELLENCE IN
MARINE MARKETING
COMMUNICATIONS

Presented To



Marine Marketers
of America

For Best Video 2015

Sea-Doo

"Next Level Promo Video"

Look Marketing

SEA-DOO®





Marine Marketers
of America

Neptune Awards

For Marketing Innovation

Yamaha Watercraft

"1-1 Lead Nurture Program and
Customer Scoring Model"

ICBM, Yamaha and Whereoware

WHY DO MORE BOATERS CHOOSE YAMAHA

OVER ALL OTHER TRADITIONAL STERN DRIVE BOATS?

Our engines and hulls are designed
in tandem to optimize performance.

[Learn more about our process.](#)

Our suite of award-winning technologies provide
maximum control and maneuverability at all speeds.

[Watch Advanced Responsive Handling in action.](#)

We have the Total Yamaha Package, offering
more standard features than anyone else.

[See what comes standard.](#)

WHAT ARE YOU INTERESTED IN?

19' BOATS

21' BOATS

24' BOATS

CENTER CONSOLE





Marine Marketers
of America

Neptune Awards

For Best Diversity Initiative 2015

Recreational Boating & Fishing Foundation

"Vamos A Pescar"

Lopez Negrete Communications





Marine Marketers
of America

Neptune Awards