



Marine Marketers
of America

**Tenth Annual Neptune Awards
Call for Entries/Rules and Guidelines**

“Recognizing excellence in marine marketing communications”

Enter Your Best Work for 2017

Deadline: January 12, 2018

This is your chance to be recognized by your peers for outstanding work in marine marketing. The Marine Marketers of America (“MMA”) want to celebrate and reward outstanding marketing communications efforts in the marine industry.

All sizes of companies are encouraged to enter – it’s not the size of the budget but the scope of the creativity that counts!

Entries will be accepted in the following categories for work originally presented in 2017: Event Marketing/Grassroots, Video, Mobile Apps, Social Media Campaign, Sales Promotion, National Magazine Ads, National Magazine Ads/Series, Online Advertising, Advertorial/Native Advertising, Website, Product Literature, Public Relations Campaign, Newsletters, Regional/Local Advertising or Promotion, Email Marketing, Marketing Innovation, Integrated Marketing Campaign, B2B Marketing, Diversity Initiatives.

RULES and GUIDELINES

Please read these rules and guidelines carefully to facilitate the submission of your entry and ensure that the judges have everything they need to give your entry the fullest consideration.

Who Should Enter

The MMA awards program is open to all companies that market and sell boats, boating products or services to consumers in the United States. Entry fees are \$100 per entry for non-MMA members, \$60 per entry for current MMA members. Application for membership may be made on the competition entry form. The competition is open to any group, company or individual that created or commissioned the entry work.

Eligibility

To be eligible, entries must have been published (online or offline) or executed between January 1st and December 31st, 2017. The deadline for submission of 2017 entries is January 12, 2018. All entries must have been created and employed in the normal course of business. *Proof of publication will be required for all advertising entries. MMA has the discretion to determine the eligibility of all entries. Creative which was prepared in 2017 but never published is **NOT** eligible.*

Format of Entries

A completed entry will consist of:

- 1) A completed entry form in PDF format
- 2) Payment of the appropriate entry fee
- 3) The entry itself (for example – a PDF of an ad, a link to a digital or video file, a screen shot, a hard copy of a brochure)
- 4) A descriptive background on the entry, ideally in the form of a PowerPoint type overview of the entry including the objective of the work, how it was created, how and when it was executed, and any known results. ***Please submit your PowerPoint as a PDF to keep the file sizes reasonable.***

NOTE: EACH ENTRY MUST BE SUBMITTED IN A SEPARATE EMAIL. DO NOT COMBINE ENTRIES.

Categories

Event Marketing/Grassroots. This award recognizes the best grassroots promotion/event marketing of the year, whether a boat show promotion, seasonal or special event promotion, online or offline. Quantifiable results will be a key consideration in judging this category, as measured in leads generated, and/or sales realized in units or dollars. Please provide this data as part of the entry. Your entry should consist of a summary overview of the program in the form of a PowerPoint presentation, complete with the rationale behind the program, its specific goals, timing from start to finish, and final results.

Social Media Campaign. This award recognizes the best overall social media campaign on Facebook, Twitter, Instagram or other social media platforms with measured results. Be sure to submit a summary of the activity along with the results achieved, along with screen shots of the promotion and URLs. Please be specific in terms of the numbers of shares/likes/retweets/favorites/posts/interactions/engagement etc.

Video. This award recognizes the best overall brand promotion video, judging its message, digital and audio quality, execution and overall impact. Please state the purpose and rationale of the video, explain how it was created and how it was employed. Please submit a URL where the video can be accessed and a screen shot of the title screen. Please include data on the video's distribution and # of plays. Depending on the type and number of entries, judges may break this category into long or short videos, single or video series.

Mobile Apps. Best overall design, functionality and clarity of a mobile app developed for a handheld device such as a tablet or smart phone. Be sure to provide instructions for viewing/downloading the app, screenshots and the list of stores the application can be found on if it is intended for consumers. If enough entries are received this category may be broken into two, one for consumer facing apps and one for B2B apps.

National Magazine Ads (Spread or Single Page). Please submit a PDF of the advertisement. Please note when and where the ad(s) were published in your description of the entry. Please be specific as to the titles in which the ad(s) were run, and the issue dates. For example: "This spread ad ran in the June 2017 issues of XYZ Yachting and ABC Fishing magazines."

National Magazine Ads (Series, 3 Ads or More). Please submit a PDF of the ad series. Please note when and where the ads were published in your description of the series. Please be specific as to the titles in which the

ads were run, and the issue dates. For example: “This series of ads ran sequentially in the March-April-May 2017 issues of XYZ Boating magazine.”

Online Advertising. Please provide screenshots of the ads and/or a URL with your digital entry, along with specific details as to the types of ads used, plus when and where the ads ran. For example, “This 728x90 banner for XYZ Boat Company ran on ABCwebsite.com during the months of March and April 2017.”

Advertorial/Native Advertising. Please provide screenshots of the advertising and/or a URL with your digital entry, along with specific details as to when and where this advertising was published. For example, “This sponsored/custom content was published as part of the XYZ section of the ABC website during the summer of 2017.”

Website. Please provide the website address along with background as to the site’s purpose, key elements of its design and architecture, when it was launched, what kind of traffic/usage/engagement it generates, and any other relevant results. Only B2C websites will be considered. Please be very specific regarding the purpose(s) of the site – is it informational, is it to drive e-commerce, is it to support and engage a community? Please provide specific basic metrics as to average page views per visit and average time per visit along with monthly unique visitors.

Product Literature. Please submit a digital copy of your literature, along with a hard copy so that production values may be considered. Please be specific as to the objective of the piece of literature submitted, how it was created, and where/how it was distributed. NOTE: Your entry must be submitted by email, and in addition to this hard copies of literature must be mailed to:

2017 Neptune Awards
c/o Bonnier Corp.
Attn: Sally Helme
55 Hammarlund Way
Middletown, RI 02842
(401) 845-5100

Public Relations Campaign. This category is for any public relations effort or campaign. Please provide a summary overview of the program in the form of a PowerPoint presentation or PDF, complete with the rationale behind the program, its specific goals, timing from start to finish, and final results. Please provide as many details as possible, including sample press releases, graphics and photos of campaign elements. Please include samples of press clippings and specify the estimated media impressions received.

Newsletters (Print, Digital). Please provide the URL of the digital entry, or a PDF of the print entry. A hard copy of print newsletters is also required. Please provide specific details as to the frequency of the newsletter, and the intended audience for the newsletter, including the nature and size of the audience. For example: “This quarterly newsletter is distributed in the mail to all XYZ boat owners.”

Email Marketing. This category is for direct sales and promotional emails which are intended to generate leads and/or drive sales. Please provide a URL or screenshot for the entry. Please describe the nature and objective of the promotion, how and when it was deployed, and what results were achieved. For example: “This June 2017 email blast was part of a July 4th holiday sales promotion effort to our existing customer base and it resulted in increasing our seasonal sales by 20% over the July 4th period.”

Marketing Innovation. Please provide a summary overview of the program in the form of a PowerPoint presentation or PDF, complete with the rationale behind the program, its specific goals, timing from start to finish, and final results. Please provide as many details as possible, including graphics and photos of program elements.

B2B Marketing. This category is for any example of business to business or trade marketing. Examples might include print advertising, email marketing or online advertising. Please provide a summary overview of the program in the form of a PowerPoint presentation or PDF, complete with the rationale behind the program, its specific goals, timing from start to finish, and final results. Please provide as many details as possible, including graphics and photos of program elements.

Regional/Local Marketing. Please provide a summary overview of the program in the form of a PowerPoint presentation or PDF, complete with the rationale behind the program, its specific goals, timing from start to finish, and final results. Please provide as many details as possible, including graphics and photos of program elements.

Sales Promotion. This category is for any sort of time limited sales promotion. For example – “The XYZ Spring Fishtacular – Free Yeti Cooler with Purchase of an XYZ Sportfish, May 1-7.” Please provide a summary overview of the program in the form of a PowerPoint presentation or PDF, complete with the rationale behind the program, its specific goals, timing from start to finish, and final sales results. Please provide as many details as possible, including graphics and photos of program elements.

Integrated Marketing Campaign. This category is for a major initiative like a new product launch or rebranding effort. Please provide a summary overview of the campaign in the form of a PowerPoint presentation or PDF, complete with the rationale behind the program, its specific goals, timing from start to finish, and final results. Please provide as many details as possible, including graphics and photos of campaign elements.

Diversity Initiatives. Please provide a summary overview of the program, complete with the rationale behind the program, its specific goals and final results. Digital submissions only.

THE FINE PRINT

No native advertising or advertorials will be accepted except in the category of Advertorial/Native Advertising. Ads must have run for the first time during the eligible time period. Ads in a series should have a common objective, audience and strategy. The same ad/campaign/program cannot be entered into more than one category. Proof of publication will be required.

Marketers may submit no more than two (2) entries per category.

All entries must meet all eligibility and deadline requirements. All entries must include a complete and signed entry form. All entries must conform to defined submission requirements and conform to all copyright laws.

Decisions of the judges and the MMA, including eligibility, qualifications and appropriate category placements are final.

ENTRY FEES AND PROCEDURES

How to enter:

1. The 2017 Neptune Awards entry fee is \$100 per submission for non MMA members, \$60 per submission for MMA members. Application for membership may be made on the Marine Marketers of America website, www.marinemarketersofamerica.org. Proof of current paid membership will be required in order to qualify for the \$60 members only reduced entry fee.
2. Please e-mail all entries to: awards@marinemarketersofamerica.org with the exception of entries for the print literature and print newsletter categories, which must be submitted the old-fashioned way in hard copy. *See item #3 below.* Each entry submitted digitally must be accompanied by a separate and completed Neptune Awards entry form in PDF format, including payment information for entry fees and membership dues, if applicable.

NOTE: EACH ENTRY MUST BE SUBMITTED IN A SEPARATE EMAIL. DO NOT COMBINE ENTRIES.

3. Please mail hard copies of materials submitted for the print literature and print newsletter categories (each with a separate entry form and including payment information for the entry fees and membership dues, if applicable) to:

Neptune Awards
c/o Bonnier Corp.
Attn: Sally Helme
55 Hammarlund Way
Middletown, RI 02842
(401) 845-5100

4. Entries submitted without payment will not be accepted.

THE DEADLINE FOR ENTRIES IS JANUARY 12, 2018

JUDGING

An impartial panel of judges (industry advertising, marketing communications and business professionals and journalists) will be appointed by MMA. Judges may eliminate any entry that does not conform to the rules of the competition. Judges' decisions will be final.

Entries will be judged by a number of criteria, including overall effectiveness, clarity of message as well as visual impact and production values.

AWARDS

MMA awards will be presented to entries judged to be outstanding examples of their category. An overall program "Excellence" award may also be presented. The number of awards conferred in each Division and Category will be determined by the judges.

The 2017 Awards will be announced at the 2018 Miami International Boat Show.

2016 Neptune Awards Entry Checklist

1. **Verify your current (2018) Marine Marketers membership.** To qualify as current for 2018, your membership dues must have been paid after 9/1/2017. If your membership is not current, please go to www.marinemarketersofamerica.org and renew.
2. **Download the blank entry form at www.marinemarketersofamerica.org.** Complete one entry form for each entry, noting the description of your entry and which category you have selected. Please note on the entry form how you will be paying the entry fees (by PayPal or by mailing us a check).
3. **Pay for your entries.** The cost is \$60 per entry for current Marine Marketers members, or \$100 per entry for non-members. You may pay for your entries online through PayPal (see the button on the home page of the MMA website) or by mailing a check to:

2017 Neptune Awards
c/o Bonnier Corp.
Attn: Sally Helme
55 Hammarlund Way
Middletown, RI 02842
(401) 845-5100

4. **Submit your entries digitally to awards@marinemarketersofamerica.org**

Please be sure to include:

- a) **The completed Neptune Awards entry form**
- b) **A PDF or screenshot of the entry itself, or URL to where the entry can be found online**
- c) **A PDF created in PowerPoint with any supporting material which you think the judges will find helpful. This should include: an overview of the creative or the marketing program, the rationale behind it, the specific goals of the program or creative, and the specific results which were achieved.**
- d) **When submitting print ads or web ads, please include information as to when and where (in what media) the ads were published.**

5. **EACH ENTRY MUST BE SUBMITTED IN A SEPARATE EMAIL. DO NOT COMBINE ENTRIES.**

6. **If you are entering the literature category or print newsletter category, please also mail a hard copy of the piece being entered to:**

2017 Neptune Awards
c/o Bonnier Corp.
Attn: Sally Helme
55 Hammarlund Way
Middletown, RI 02842
(401) 845-5100

7. **THE DEADLINE FOR ENTRIES IS 5 PM EST on JANUARY 12, 2018.** Your entry will NOT be considered complete until we have received both the entry fee and the completed entry submissions as detailed above.
8. Questions? Email awards@marinemarketersofamerica.org, or call Sally Helme, 401-845-4405.
9. Good luck and thank you for participating!