



## 2017 Neptune Award Entry – Yamaha Outboards

**Online Advertising:** Helm Master Set Point Web Banners

# Online Advertising: Helm Master Set Point Web Banners



- **Objective:** Create awareness and interest in Yamaha's Helm Master Set Point, a boat navigation system that makes boating more convenient than ever before.
- **How it was created:** Created icons to represent each of the functions of Set Point (Fish Point, Drift Point and Stay Point), and brought these to life online by animating them so they move according to the function, making it easy for the consumer to comprehend.
- **When it was executed:** Spring 2017
- **Results:** Click-through rate at .09% was nearly double the industry benchmark.

