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Marine Marketers of America Accepting Entries for 2026

Neptune Award Nominations in 22 Award Categories

MIAMI, FL. – [Marine Marketers of America](#) (MMA) is now accepting entries for the 2026 Neptune Awards competition, the most prestigious recognition program of marketing communications for marine marketers in North America.

"Behind every great marketing campaign is a team of talented, passionate people who bring our industry to life," said Alisdair Martin, President of Marine Marketers of America. "The Neptune Awards are about recognizing those people, celebrating their creativity and inspiring all of us to keep raising the bar. Our industry is full of extraordinary marketing talent, and I'm incredibly proud that Marine Marketers of America provides a stage to showcase the very best of it."

The 2026 Neptune Awards recognize excellence across 22 categories, including Best Use of AI, Boat & Trade Show Marketing, Dealership Experiential - Campaign, Email Marketing, Event Marketing / Grassroots, Industry Rising Star, Integrated Marketing, Lead Generation, Marketing Agency of the Year, Marketing Collaboration, Marketing Innovation, Internal Marketing Team of the Year, New Vessel Model Launch, New Product (Non-Boat) & Accessory Launch, Paid Advertising, Product Literature, Social Media Campaign, Influencer & Content Creator Campaign, Video <2 Minutes (Short Form Social Content), Video 2+ Minutes (Long Form), Video Series and Website.

The Best Use of AI category recognizes innovative applications of artificial intelligence in marketing strategy, including personalized content, chatbots, predictive analytics, AI-

generated social content, customer experience, advertising optimization and hyper-personalization, as well as AI in data, analytics and insights.

The Marketing Agency of the Year category recognizes marketing agencies that have delivered creativity, execution and measurable business growth for their marine industry clients, over the past year. Nominations for this category should showcase how entrants practice their expertise with delivered measurable results, specifically with their work for marine industry clients, through case studies, performance metrics, client outcomes or ROI's.

The 2026 program also features three distinct video categories: Video <2 Minutes (Short Form Social Content), Video 2+ Minutes (Long Form) and Video Series, recognizing short-form social content, longer-form brand promotion videos and campaigns built around a series of promotional videos, respectively.

The King Neptune Award will also be awarded to the top entry among all categories and is not included in the 22 entry categories.

MMA members receive a discounted entry rate. The submissions will be scored by panels of independent judges following established criteria for each category. MMA is now accepting judges, qualified marketing professionals interested in serving on the judging panels. Judges will not be permitted to judge categories in which they have a conflict of interest. Please fill out the following form, <https://www.marinemarketersofamerica.org/neptunes-judging>, if you are interested in serving as a judge.

A link to the Neptune Awards entry portal and complete program details are available at www.marinemarketersofamerica.org.

For more information about the 2026 Neptune Awards program, please contact Alisdair Martin at neptunes@marinemarketersofamerica.org.

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 achievements of marine marketing professionals through its annual Neptune Awards. For information, visit www.marinemarketersofamerica.org.