

Social Winners! Grady-White Receives Neptune Award For “Social Media Campaign” from Marine Marketers of America

MIAMI, FL: In a real team effort, Grady-White and the company's marketing partners, Adams & Longino and Buzzadelic, received the marine industry's highest marketing and creative honor, the Neptune Award, in the category of “Social Media Campaign” from the Marine Marketers of America (MMA) during the National Marine Manufacturing Association's (NMMA) industry awards and breakfast February 17 at the Miami International Boat Show. Fifteen Neptune Awards and 13 Honorable Mentions were awarded altogether for marketing work done during 2016 during the event.

The winning entry was entitled “The Night Before Christmas” and was based on a creative “Grady-White” rewrite of the famous 1823 Clement Clarke Moore poem “A Visit From St. Nicolas,” one the best-known poems in American literature. The poem re-write was recorded in a 3-D animated video slideshow that utilized customer photos submitted and previously shared as part of the ongoing #GradyLife hashtag campaign. Production was by Buzzadelic; copy and text rewrite was by Adams & Longino, both of Greenville, NC. The judges were impressed and commented, “One of the very best entries in the show!”

Take a look at the award winner below, and get inspired to “Get the Grady!!” And visit our [Facebook page](#), [Twitter feed](#), and [Instagram page](#) to enjoy more of Grady-White's social media efforts. Better yet, share your own Grady-White photos #GradyLife!

