

Paul Mann Custom Boats receives marketing honors at Miami International Boat Show

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Paul Mann Custom Boats Receives Neptune Award For “Best Single Ad” from Marine Marketers of America

MIAMI, FL: Paul Mann Custom Boats and the company’s marketing partners, Adams & Longino Advertising and Igoe Creative, received the industry’s highest marketing and creative honor, the Neptune Award, in the category of “Best Single Ad,” from the Marine Marketers of America (MMA) during the awards breakfast held February 14 at the Miami International Boat Show.

Altogether, 19 Neptune Awards and 14 honorable mentions were awarded for work done during 2018. More than 172 entries were submitted from across the marine industry, including entries from small accessory manufacturers, worldwide brands of engines, boats and other recreational marine products and services.

The winning “30th Anniversary” single ad captures the attention to detail and the hand-built and handcrafted roots of boatbuilding, especially custom boatbuilding. It differentiates Paul Mann Custom Boats from production sportfish yachts based on the heart, soul, skill and care of Paul Mann himself. Human hearts and hands are in fact the most important part of boatbuilding, and this 30th anniversary ad from Paul Mann showcases that attribute in a Paul Mann custom build.

Visit Paul Mann Custom Boat’s [website](#) and [Facebook](#) page to enjoy more of the craftsmanship.

Caption:

Paul Mann Custom Boats received the 2018 Neptune award at the Miami International Boat Show for the “30th Anniversary” single page ad.