



Innis Maggiore Marks 50 Years of Success in Advertising

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Innis Maggiore, a leading advertising agency, celebrates its 50th anniversary. The agency is renowned for its unique positioning strategy and its ability to integrate technology in advertising.

Innis Maggiore, a full-service advertising agency based in Jackson Township, is celebrating a half-century of existence this August. Co-founded by Dick Maggiore and his stepfather, Chuck Innis, in 1971, the agency started as a modest home-based venture and has since transformed into a brand positioning powerhouse, nationally recognized for its unique and effective strategies.

From Art to Positioning

The original focus of Innis Maggiore was on superior artwork. With Maggiore's background in psychology and Innis's experience as a former vice president of sales and marketing, they started their journey by hiring an artist and striving to produce better artwork than their competitors. However, the agency experienced a significant shift in the 1980s. Maggiore, after reading Jack Trout's influential book 'Positioning: The Battle for Your Mind,' decided to switch to a 'positioning' strategy. This approach, which centers around distinguishing a product or service with a single guiding idea, became the agency's unique selling proposition and set them apart in the advertising industry.

Navigating Technology and Digital Evolution

Over the years, the agency has adapted to the rapidly changing landscape of the advertising world, notably integrating technology into its operations. From creating websites for clients since the early years of the internet in 1994 to incorporating Artificial Intelligence (AI) in research and advertising platforms, Innis Maggiore has proven its ability to evolve and innovate. Current President Mark Vandergrift, a veteran of the company for over 26 years, emphasizes the importance of providing custom solutions for clients, leveraging both traditional and digital media capabilities.

Client Testimonials and Future Plans

Among Innis Maggiore's clients, the agency's longest-standing partner is Custom Auto Body, who has collaborated with the agency since 1979. The client consistently commends the agency for its ingenuity and leading-edge ideas. Midwest Industrial Supply, another valued client, highlights the agency's disciplined application of positioning principles, while Babcock & Wilcox appreciate its expertise in brand management and market positioning. To commemorate its significant milestone, Innis Maggiore is planning a celebration with staff and community partners at its Whipple Avenue office.