FOR IMMEDIATE RELEASE

Aultman Heart Center Campaign Wins Cardiovascular Advertising Gold Award

CANTON, Ohio (April 19, 2016) — Aultman Heart Center’s “The Team with More Heart” advertising campaign has earned top honors in the 2015 Cardiovascular Advertising Awards, Aultman Hospital and ad agency Innis Maggiore jointly announced today.

The Aultman Health Center “Team with More Heart” campaign was created and executed by Innis Maggiore, the nation’s leading advertising agency in the practice of positioning. The campaign featured a comprehensive range of elements, including multi-page newspaper, small-space print and digital advertisements; and outdoor billboards, kiosks, pavement graphics, parking-deck banners, flyers, branded apparel, social media and more. The ads appeared in *The* *Repository*, *About* magazine, billboards and in a variety of other venues and media.

Designed in bright colors and featuring the headline “Meet the Team with More Heart,” the Aultman Heart Center campaign earned the Gold Award in the nationwide advertising competition in the category “Total Advertising Campaigns” for hospitals with more than 500 beds. The annual Cardiovascular Advertising Awards are judged and presented by the publication *Marketing Healthcare Today*, the news magazine for healthcare marketing professionals across the United States.

“This award is for the magnificent professionals who make Aultman Heart Center the region’s leader in cardiovascular medicine, and the fact that it is a gold is emblematic of the quality of care delivered to each and every patient,” said Aultman Hospital CEO Chris Remark. “Doctors, nurses, administration and support staff members all work to fulfill our commitment to deliver more every day in cardiac services, procedures and surgeries, cardiologists and certified nurses.”

Innis Maggiore President and CEO Dick Maggiore said the recognition for the Aultman Heart Center campaign is affirmation of the importance of creative work based on positioning.

“As with all of our campaigns, the Aultman Heart Center campaign is built on a solid positioning platform, focusing on the attributes that truly differentiate The Heart Center and point to the reasons people would choose it over the competition,” Maggiore said. “In awarding the gold to Aultman Heart Center, the judges recognized the ad campaign highlighted all of Aultman Heart Center’s ‘mores’ in a manner that is meaningful to our community.”

Many Innis Maggiore associates worked on the Aultman Heart Center campaign, chief among them Senior Account Supervisor Jeff McMahan, Associate Creative Director Lee-Ann DeMeo, Executive Creative Director Scott Edwards and Principal Creative Services Jeff Monter.

Aultman and Innis Maggiore noted that the award-winning thematic will continue in 2016, with even more focus on the people who distinguish the services and drive the outcomes of the Aultman Heart Center.

The Aultman Health Foundation is a not-for-profit health care organization serving Stark and surrounding counties. The vertically integrated institution includes Aultman Hospital, Aultman Orrville Hospital, the locally managed health insurance provider AultCare, The Aultman Foundation and Aultman College. With 828 beds, 554 active physicians and a team of more than 5,000 employees, Aultman is Stark County's largest hospital. For more information, visit [www.aultman.org](http://www.aultman.org/).

Innis Maggiore Group is the nation's leading advertising agency in the practice of positioning, building strong brand positions for companies in competitive markets. The advertising and public relations agency had 2015 capitalized billings of more than $23 million. Key clients include Alcoa, AultCare, Aultman Hospital, Bank of America, Campbell Oil/BellStores, FSBO, GOJO Industries, Inc., inventors of PURELL®, Goodyear, GuideStone Financial Resources, Kendall House/KFC, MCTV, Nickles Bakery and Republic Steel. Innis Maggiore is a member of the American Association of Advertising Agencies and the Public Relations Society of America. The company maintains a website at [www.innismaggiore.com](http://www.innismaggiore.com).

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