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**Innis Maggiore Offers Advice for Selecting a Cleveland Ad Agency**

CANTON, Ohio (June 16, 2011) – Selecting an agency partner comes down to choosing the firm that can best define and express the client company’s point of difference, says Cleveland ad agency Innis Maggiore. When companies’ or organizations’ differentiation is crystal clear in all of their marketing communications, customers will recognize why to buy from them instead of their competitors.

That’s why the Cleveland ad agency bases its work on positioning, the single most powerful concept in marketing. As the nation’s leading agency in the practice of positioning, Innis Maggiore knows with the right [positioning strategy](http://www.innismaggiore.com/difference/approach.aspx), brand power can be built in the minds of customers and prospects.

“If positioning strategy isn’t at the core of their advertising, companies will get ideas that lack a clear purpose or defining message,” said Innis Maggiore President and CEO Dick Maggiore. “[Cleveland ad agencies](http://www.innismaggiore.com/Innis-Maggiore-Positioning/cleveland-ad-agencies.aspx) that offer design or branding alone, for example, can leave companies with unconnected concepts that don’t take advantage of the cumulative effect of marketing.”

He said a client and its agency must first develop a positioning strategy before moving on to creative expressions. “Getting the right strategy is critical for developing campaigns and materials that truly solidify the client’s position with buyers and prospects and help the business grow,” Maggiore said.

Full-service Cleveland ad agencies like Innis Maggiore offer companies the advantage of expressing their positioning strategy in a variety of forms. “Choose a Cleveland ad agency that can expertly create and integrate the various marketing pieces around your positioning strategy and it will be accountable for the execution and results across the board,” Maggiore said. “Any marketing communication that isn’t focused on your point of difference won’t make the most of your investment.”

Innis Maggiore is the nation’s leading agency in the practice of positioning, building strong brand positions for companies in competitive markets. The advertising and public relations agency had 2010 capitalized billings of more than $21 million. Key clients include Alside, Aultman Health Foundation, Bank of America, Gerber Poultry Inc., GOJO Industries, Inc., inventors of PURELL® Instant Hand Sanitizer, Goodyear, GuideStone Financial Resources, Nickles Bakery, Progressive Foam Technologies, RTI International Metals, Republic Engineered Products, and Shearer’s Foods Inc. Innis Maggiore is a member of the American Association of Advertising Agencies, the National Investor Relations Institute and the Public Relations Society of America. The company maintains a website at [www.innismaggiore.com](http://www.innismaggiore.com/).

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