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**Innis Maggiore Brand Positioning TV Commercial**

**Honored with Two Telly Awards**

CANTON, Ohio (April 2, 2013) – Advertising and public relations agency Innis Maggiore adds to its collection of 2013 creative awards with a two Telly Awards for a brand positioning TV spot.

Innis Maggiore, the nation’s leading agency in the practice of [positioning](http://www.innismaggiore.com/difference/Positioning.aspx), earned the Bronze and People’s awards in the Local TV & Local Cable category. The TV spot, titled “One Fine Ride,” was created and produced for [Baird Brothers Fine Hardwoods](http://www.bairdbrothers.com) of Canfield. The Telly Awards are an international competition that honors television, video, film and web work.

Innis Maggiore Creative Director Scott Edwards wrote and produced the 30-second brand positioning commercial. Principal Creative Services Jeff Monter and Principal Web & Digital Services Mark Vandegrift developed the campaign and directed the spot.

“For our work to be recognized by the Telly Awards and to have earned the public’s votes for the People’s Award truly are honors. More importantly, it shows how effective creative can be when it aligns with the client’s brand positioning message,” Monter said.

The Telly comes on the heels of the 22 trophies Innis Maggiore earned at last month’s Canton Advertising Federation ADDY Awards, including Best of Show and Judges Award.

Innis Maggiore is the nation’s leading advertising agency in the practice of positioning, building strong brand positioning for companies in competitive markets. The advertising and public relations agency had 2012 capitalized billings of more than $26 million. Key clients include Alside, Aultman Health Foundation, Bank of America, Chesapeake Energy, GOJO Industries, Inc., inventors of PURELL®, Goodyear, GuideStone Financial Resources, Nickles Bakery, RTI International Metals 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).

[View the Baird Brothers TV spot.](http://www.youtube.com/watch?v=690vgkatyvU)

For additional information about the Telly Awards, visit [www.tellyawards.com](http://www.tellyawards.com).

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