FOR IMMEDIATE RELEASE

SmithFoods Taps Innis Maggiore As Ad Agency of Record

CANTON, Ohio (Oct. 13, 2016) — Work is under way on a variety of brand marketing initiatives for Orrville-based SmithFoods following its recent selection of Innis Maggiore as ad agency of record.

SmithFoods hired Innis Maggiore, the nation’s leading positioning agency, following an extensive search. The agency’s commitment to positioning-based strategies, extensive experience and award-winning creative work contributed to the SmithFoods decision.

“We are pleased to get started with Innis Maggiore’s talented team of strategists, writers and designers as we continue the ongoing work of building brands,” said Penny Baker, director of marketing at SmithFoods. “We really appreciate Innis Maggiore’s steadfast commitment to the principles of positioning and understanding of the role they play in building strong and sustainable brands.”

Innis Maggiore President and CEO Dick Maggiore said that along with the opportunity to work with family-owned SmithFoods’ brands comes a deep responsibility.

“We feel a connection with SmithFoods’ strong values and believe as SmithFoods does in a culture of respect and collaboration,” Maggiore said. “We expect our shared values and beliefs will drive innovation and propel the entrepreneurial spirit that enables SmithFoods to consistently perform as an industry leader.”

Innis Maggiore Group is the nation's leading positioning agency, building strong brand positions for companies in competitive markets. The full-service integrated agency had 2015 capitalized billings of more than $23 million. Key clients include: Aultman Hospital, Baird Brothers Fine Hardwoods, Bank of America, Campbell Oil/BellStores, DRB Systems, FSBO.com, GOJO Industries (Purell), The Goodyear Tire & Rubber Company, GuideStone Financial Resources, KFC/Kendall House, Kimble Companies, MCTV, Marathon Petroleum Corporation, Nickles Bakery, Republic Steel, SmithFoods and Stark Community Foundation. The company maintains a website at [www.innismaggiore.com](http://www.innismaggiore.com).

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