FOR IMMEDIATE RELEASE

Innis Maggiore Tallies Trio of Telly Awards for Clients’ TV Commercials

CANTON, Ohio (April 18, 2017) — Innis Maggiore, the nation’s leading positioning ad agency, has added three Telly Awards to its creative trophy case.

Innis Maggiore’s three Telly Awards were for work on television commercials for Kimble, the family-owned-and-operated waste services company headquartered in Dover; MCTV, the “extra smile” high-speed internet, digital TV and phone services company based in Massillon; and Aultman Hospital, the leading provider of health care in Stark County and neighboring communities.

“In the world of TV and video creative, the only thing better than winning a Telly is winning multiple Telly Awards, so when we brought home three this year it, further underscored the power of positioning as it guides advertising,” said President and CEO Dick Maggiore. “We are very proud of the work of our creative team in helping promote the distinctive positions of Aultman, MCTV and Kimble Companies.”

For Kimble, Innis Maggiore won a Silver Award, the highest of the Telly accolades. The agency produced a TV spot entitled “Kimble – Easier than Ever.” The award was given in the General Utilities category.

Bronze Awards were given for Innis Maggiore’s MCTV and Aultman Hospital TV commercials. The award-winning Aultman spot was entitled “Aultman – What If You Could See More?” and entered in the General Hospitals category. MCTV’s bronze winner was entitled “MCTV – Scuppers and Our 50th Anniversary” and entered in the Business-to-Consumer category.

The Telly Awards are an international competition honoring outstanding work in broadcast and cable TV, video, film and web.

Innis Maggiore Group is the nation’s leading positioning ad agency, building strong brand positions for companies in competitive markets. The full-service integrated agency had 2016 capitalized billings of more than $23 million. Key clients include: Aultman Hospital, Baird Brothers Fine Hardwoods, Bank of America, BellStores, DRB Systems, FSBO.com, GOJO Industries (Purell), The Goodyear Tire & Rubber Company, KFC/Kendall House, Kimble Companies, MCTV, Marathon Petroleum Corporation, Mid’s Sicilian Pasta Sauce, Nickles Bakery, Republic Steel, SmithFoods and Stark Community Foundation. The company maintains a website at [www.innismaggiore.com](http://innismaggiore.us12.list-manage.com/track/click?u=130983a9c4b3c9dad0b3a9874&id=13e90dd247&e=35a0fc55a1).

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