



Innis Maggiore wins advertising awards

The Suburbanite

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Jackson TWP, Ohio — Advertising and public relations agency Innis Maggiore won a Judges Award and a total of 14 Gold and Silver awards in Thursday night's Canton Advertising Federation ADDY Awards at the Joseph Saxton Gallery of Photography.

Innis Maggiore, the nation's leading agency in the practice of positioning, was the leading award winner, with 15 total trophies out of the 54 given at the annual advertising awards celebration. In addition to its Judges Award, Innis Maggiore earned seven golds and seven silvers.

Canton Advertising Federation, formerly the Canton Ad Club, annually awards ADDYs for the best creative execution in categories that include sales promotion, collateral, direct marketing, out-of-home, newspaper ads, interactive media, television, mixed/multiple media, advertising for the arts and sciences, public service and elements of advertising (such as logos, illustrations, photography, special effects and cinematography).

The Judges Award won by Innis Maggiore was for the Shearer's Foods website.

The agency also won Gold ADDYs for work it did for Aultman Health Foundation, Shearer's corporate and Tangos£ brand Web sites, Baird Brothers Fine Hardwoods, the United Way of Greater Stark County, Sta-Kleen£ Performance Fabric, and for its own promotional materials for the "Breakfast With Jack Trout" event Innis Maggiore produced in 2009.

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