

# Innis Maggiore 50<sup>th</sup>

Honoring the Past. Positioning the Future.



the 1990s

This is the third in a six-part series highlighting Innis Maggiore's 50th anniversary. In 2024, we're "Honoring the Past. Positioning the Future." This piece highlights the 1990s, a decade of significant growth for the agency.

## Fifty Years of Positioning: the 1990s

From fanny packs to Beanie Babies and from the Macarena to untucked flannel shirts, some fads in the 1990s might take a little while to come back into style (if they ever do).

But for Innis Maggiore, agency growth based on positioning strategy was the soup du jour throughout the 1990s. And it's a trend that continues into the 2020s for the leading agency in the practice of positioning.



In 1999, Innis Maggiore renovated Aultman's first outpatient surgery center on Whipple Ave. in Canton, and it's been the agency's home sweet home ever since.

**The 1990s set Innis Maggiore up for what was to come in the 2000s, some of the agency's most hailed work for some of the world's most iconic brands.**

### Growth ... on a VERY Solid Foundation

After focusing on positioning, creating better work, winning more awards, and getting more and better clients in the 1980s, Innis Maggiore went into full-on growth mode at the start of the '90s.

As a result, the agency expanded its office space, hired additional employees, delved into new service offerings (like website development), and positioned itself for even further growth in the coming decades.

All the while, Innis Maggiore continued to build on its solid foundation of positioning strategy, communication services, and good people needed to continue moving the needle forward.

### A Client Roster to Die for

Innis Maggiore landed a legacy client, Aultman Hospital, in 1996, which is still one of the agency's key clients today.

From day one, Innis Maggiore's work for Aultman began to earn industry recognition and differentiated the hospital system from its competitors, helping it to become the healthcare leader in Stark County and its surrounding communities.



Aultman Hospital has been a client since 1996.

Other key clients throughout the '90s included Akrochem Corp., Alpha Enterprises, Brewster Cheese, Harry London Chocolates, Louisiana-Pacific, H-P Products, the National Association of College Bookstores, NEOUCOM (now NEOMED), Nickles Bakery, Parker Hannifin, Progressive Foam Technologies, Rainbow Rentals, Reiter Dairy, Schumacher Homes, Smithers-Oasis, Square Two Golf, and many more.

### Beefing Up the Team

As Innis Maggiore's client roster grew and the disciplines necessary to meet its needs broadened, the agency looked to expand. There were two key acquisitions in the 1990s; Monter Creative Design in Canton and Talisker Group in Hudson.

Several key associates joined Innis Maggiore because of these acquisitions, including Monter Creative Design's Jeff Monter — now Innis Maggiore's principal key accounts — and Mark Vandegrift — now president of Innis Maggiore — as well as the late Ric Paschke of Talisker Group.

Just as important as the key associates were the new and expanded capabilities in the agency's arsenal. Adding creative strategy and design services, media planning and buying, and the web development team resulted in the agency becoming Stark County's largest development firm.

### A Barbershop Quartet?

The significant growth and change at Innis Maggiore throughout the 1990s necessitated a new level of management. So, for the first time ever, agency principals were named — Kathi Maggiore, Tom Merrill, Jeff Monter, and Dan Pecchia.

In the late '90s, under leadership from Dick and the new principals, the agency achieved a sales growth milestone. As a result, the three male principals and Dick decided to shave their heads in a publicity stunt, which earned media coverage and got the agency significant notice. Not surprisingly, Kathi decided against the bald look.

Albeit with a little less hair, this team wasn't done winning more new business as the '90s ended.

### All Eyes on Us

Thanks to Innis Maggiore's growth and success throughout the '90s, Dick was named the Canton Advertising Club's Person of the Year in 1998.

Also in 1998, the agency became a member of the American Association of Advertising Agencies (4As), which represents the top 10 percent of advertising agencies in the United States.

Of course, industry accolades in the form of awards and recognitions also escalated as the agency continued to grow and the award



1990s Innis Maggiore - Tom Merrill, vice president; Dick Maggiore, president; Dan Pecchia, vice president; and Jeff Monter, vice president.

shelves began to need a little reinforcement around this time.

### It's Time to Move

In 1999, Innis Maggiore grew out of its former Cleveland Ave. location and moved into its current building on Whipple Ave. in the former Aultman Center for One Day Surgery.

At the time, Dick said, "Besides improving service to clients, the new space enables us to pursue appropriate acquisitions and other growth initiatives."

And, indeed, the growth continued.

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### What's Next

In the next installment of *Innis Maggiore 50: Honoring the Past. Positioning the Future.*, we take a closer look at the 2000s, a decade that catapulted the agency into more and better results and additional recognition.



If you need help positioning your company or brand, contact the experts at Innis Maggiore.