



Innis Maggiore strikes gold at ADDY Awards

Friday Posted Mar 1, 2013 at 12:01 AM
Updated Mar 1, 2013 at 1:03 AM

Innis Maggiore was the leading award winner Thursday night at Krassas Event Center, claiming four gold and 16 silver ADDY awards in addition to the two special honors.

Advertising and public relations agency Innis Maggiore won Best of Show, a special Judges Award and a total of 22 trophies in Thursday night's Canton Advertising Federation ADDY Awards.

Innis Maggiore was the leading award winner Thursday night at Krassas Event Center, claiming four gold and 16 silver ADDY awards in addition to the two special honors.

Runner-up in the trophy chase was Grabowski & Co., with three golds, seven silvers and two Judges Awards, for 12 trophies in all.

The Best of Show won by Innis Maggiore was for the "Home by Dinner" newspaper ad campaign for SarahCare, a Canton-based provider of daytime senior activities and care. Jeff Monter, Innis Maggiore principal creative services, called his entire creative staff to accept the Best of Show trophy, which the agency earned for the second consecutive year. Creative Director Scott Edwards and Associate Creative Director Lee-Ann DeMeo played key roles in copywriting and design, respectively, on the SarahCare campaign. Innis Maggiore's Judges Award was for GuideStone Financial Services "Your Future Starts Today" campaign.

Joining Innis Maggiore and Grabowski in earning special recognition was Cassel Bear, which took home one Judges Award along with a gold and silver.

Also winning ADDYs were (in alphabetical order):

- A LA MODE Designs, one gold.
- Alexander Somoskey (student), two gold, one silver.
- Clear Channel Outdoor, two gold, four silver.
- Communication Exhibits, one silver.
- Daniel Kelly Creative, one gold.
- In The Round Design Group, one gold, one silver.
- Joan M. Mack Graphic Design Services, one silver.
- Malone University, one gold, four silver.
- Sourballpython Studios, two gold, two silver.
- StoneKap Productions, three gold, two silver.
- Todd Biss Photography, one gold, one silver.
- WRL Advertising, two gold, one silver.

Canton Advertising Federation annually awards ADDYs for the best creative execution in categories including advertising, collateral, out-of-home, mixed/multiple media and public service.