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Annual Awards for Business Excellence

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## Small Companies

# Maddock Douglas, Inc.

## Elmhurst

**On advice for current economic times:**  
*"Remember that a slow economy or even recessions are opportunities to focus on the essential and to forget about the important. Businesses can take advantage of others' panic and that's what I advise my clients to do. I advise them to focus on essential things and to think about innovation. Companies that are aggressive during slow periods can be very successful." —Michael Maddock, Founding Partner and CEO*



INVENT  
IGNITE  
PROPEL

Almost everything CEO Michael Maddock says about his company is anchored in the principle for which it is known and widely respected. In various ways he describes how all it achieves is based on bringing industry-changing ideas from mind to market.

Innovation, he says, is the fresh air that sweetens the ideas and services that Maddock-Douglas inspires for its clients. For example, the company has a "global expert network" of more than 6,000 people—experts in technology, marketing and other disciplines who are called upon to present new and different ways of looking at things.

Small groups of them are sought for expertise depending on the nature of the product of service being created. He calls it part of the "secret sauce" that combines with what he dubs as the sense of wonder

that characterizes the 50-plus employees who work for the 17-year-old company.

"They like to tinker with things", he adds.

Maddock-Douglas creates, brands and launches products and services for an impressive array of clients that include Alberto-Culver, Case new Holland, Grainger, Kellogg Company, McDonald's, Pfizer, Sears, Sherwin-Williams and Verizon. A new division called 1-2-3 Launch! will focus exclusively on new product development.

Late last year the company acquired Markitecture, a leading Connecticut-based marketing consulting firm. The acquisition expanded the client list, adding CHASE, Hess, ESPN and the Chicago White Sox, among many others.

Now with an office in Norwalk, Conn. joining the original headquarters in Elmhurst, the firm represents 20 percent of the top global brands and 10 Fortune 500 companies. It also recently announced a union with a Wisconsin social media company called Sway and this marriage is designed to provide clients with innovative ways to grow their businesses and increase brand recognition.

Maddock praises the people around him and points out that his business approach does not rely on established methods or entrenched ways of marketing and promoting products.

"A big mistake I made was listening to advice from people who had businesses like mine," he says. "You learn that it is really all up to you and the smart people around you." But constant innovation, he says, is the key to growth.

The company has collected honors from the Business Marketing Association, the Web Marketing Association and displays three Telly Awards.