

## South Shore Insider: Robert Tiziani

Sharon ad agency has been showing clients importance of digital media since 1991

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SHARON — By Lana Lagomarsini

Robert Tiziani realized the potential of online advertising long before many of his peers in the business. Tiziani, CEO of Sharon ad agency Tiziani Whitmyre, has been working to convince his company's business-to-business clients about the importance of digital media for many years.

He started his firm, which handles a broad range of marketing operations for its clients, in Sharon under the name Leary & Tiziani in 1991.

The firm has contracts with various companies across the United States, including Invensys, as well as some Massachusetts companies such as Cognex and The Foxboro Co. Many of the clients are technology or biotech companies.

Tiziani Whitmyre also landed a high-profile local gig recently when it was hired by the Massachusetts Biotechnology Council to help with a rebranding effort.

Tiziani, a Seekonk resident, employs 18 people at his agency's office on Route 1 in Sharon.

What is your background? How did you get involved in advertising?

We (my partner and I) came from a large New York-based firm (Kenyon & Eckhardt), and we decided we wanted to provide the types of services that big agencies could provide to smaller and mid-market companies.

We thought we had some unique ideas, so we set out to open our doors 19 years ago, and a bunch of our clients followed us, so we were able to start up relatively quickly.

What kind of advertising does your company do?

Most of what we do is what we call business-to-business advertising, although we do some consumer and we do have a bank that we are supporting regionally.

We do a lot of search engine optimization ... and we do some pay-per-click (ads) ... where you pay money to get clicks to your site.

What are the differences between print and online advertising?

In the (print) advertising world, ... the advertisers give you a couple thousand (dollars) to run a full page ad and hope somebody responds. ... In the online world, (many ad agencies) only get paid if someone responds.

What is the advantage of running a company in the suburbs versus in downtown Boston?

You get to work (here in Sharon) and you're in a better frame of mind. I worked on Washington Street (in Boston) for six years, and by the time I had got to work, I had done a full day's worth of work.

Now, you're commuting against the traffic. I don't see any point in being downtown. Our clients are not all downtown. Some are, but most are not, and (with the Internet), it really doesn't matter where you are these days.

What are you doing to adapt the move from mainstream to digital media?

This is a completely different business than when we started. Nineteen years ago, there wasn't much of an Internet. We started building Internet sites in the late 1990s. ... Marketing is still fundamentally marketing, it's the same approach, it's the same principals and many of the same processes.

It's the tactics that are different.

What makes your company unique?

We've been ahead of the curve since we started. I think we're one of the first agencies to fully implement a complete digital production strategy from the get-go, and we've got the scars to prove it because proofing back in those days was very difficult. ... I feel like we're constantly running a race to stay even with the current technologies.

I think there are a couple of things that make the company unique. We have always understood the value of being focused and what I mean by focused is we know a lot about our clients' business and interests.

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