



# Hello, we're Bader Rutter

We can help you become more successful.



We're a full-service group of talented collaborators who make it our business to know your business. And your audience.

As the nation's premier agribusiness ad agency, we grew up on B2B, navigating and mastering all the complexities, audiences and channels between brands and end users. Today, this expertise is increasingly critical to consumer brand marketing.

## FULL-SERVICE AGENCY CAPABILITIES

- Advertising
- Public Relations
- Social and Digital
- Data and Analytics
- Media Planning and Buying
- Design
- Experiential
- Business Consulting



**300** COLLABORATIVE  
EMPLOYEES  
AND GROWING

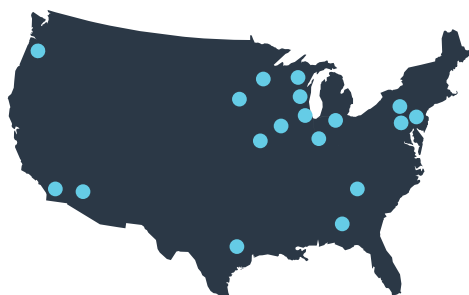


INDEPENDENT OVER  
**45** YEARS  
AND COUNTING



**43** LOCATIONS  
GLOBALLY  
AND BUILDING

**BBN**



## BR Office Locations

Milwaukee • Chicago • Lincoln

## Client Locations

Far and wide

We serve a balance of AOR and project clients across the country with revenues running from \$250K annually to more than \$10 MM annually.



bader rutter nice to meet you

GET TO KNOW US

## Know the business

The more we understand the whole business, the better we can sell it. We work hard to understand your channels and your audiences. That's why we embed subject matter experts in our teams. We have farmers, ex-CMOs, veterinarians and entrepreneurs on our payroll.

## Honor the audience

In a distracted world, all media is earned media. We earn attention by focusing on the audiences: their values and their needs. Our deep B2B expertise helps us identify and prioritize multiple audiences and reach them with engaging creative.

## Keep our promises

Our clients deserve our best thinking and best effort. That rarely ends at 5 p.m. because we consider "dedication" a job requirement. We believe there's honor in standing by your word to deliver every time. Call it Midwestern, it's just who we are.

“Bader Rutter has helped us win and grow. With their help, we've dug hard and deep into the mindsets of our farmers to truly understand their needs and what they want from us. Our brand is strong and will only get stronger.”

Darla Huff  
Ag Market Manager, North America  
Mycogen Seeds

## SPECIALTIES

In addition to our full-service agency capabilities, we also offer these business consulting specialties.

**Launching** new products and services

**Protecting** market share from new competitors

**Shaping** complex go-to-market strategies

**Managing** brands through mergers and acquisitions

**Building and validating** new business concepts

**Introducing** products to new markets and channels

**Aligning** efforts between sales and marketing

**Distinguishing** brands in highly commoditized markets

**Streamlining** organizational dynamics

## CLIENTS BY SIZE:

<\$1M	\$1-5M	\$5M+
11	7	5



## The Intel Distillery: one source for food production insight.

Today's explosion of unvetted digital publishing obscures truly valuable content. Since 2012, The Intel Distillery has tracked the most important

topics and stories from the 1,500 most influential people in food production: those most responsible for starting new trends and conversations. To learn more, sign up for our free weekly email at [inteldistillery.com](http://inteldistillery.com).

Proprietary IP, powered by Bader Rutter.



We get up early. We stay up late. We're a talented group of expert collaborators who make it our business to know your business. And your audience. So bring us your challenges. We'll listen. Better yet, we'll get right to work.



BR Work in :60

## GREG NICKERSON

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