



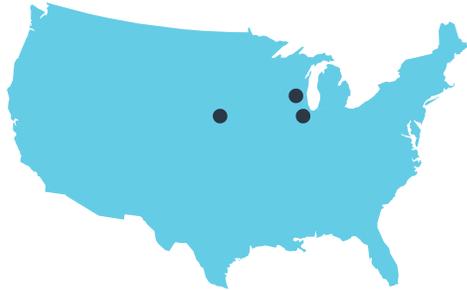
Hello, we're Bader Rutter

We'd like to 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.



Milwaukee • Chicago • Lincoln



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



NEARLY **300** COLLABORATIVE EMPLOYEES



INDEPENDENT **45** YEARS AND COUNTING



43 LOCATIONS GLOBALLY

BBN

We don't just hire employees, we attract subject matter experts. Embedding actual farmers, veterinarians and business consultants in a 15-state field force helps us truly know the ag business firsthand. And we search out similar experts for every major new client as well.

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 your 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.



The Intel Distillery: one essential source for food industry analysis, intelligence and insight.

Today's explosion of unvetted digital publishing can obscure truly valuable content. Since 2012, The Intel Distillery has tracked the most important topics and stories from the 1,500 most influential people in the food and beverage field: those most responsible for starting new trends and conversations. Learn more and subscribe for our free weekly email at inteldistillery.com.

Proprietary IP, powered by Bader Rutter.

CAPABILITIES

Everything you expect from a full-service agency: Advertising, PR, social, design, experiential, the entire suite of digital and data services, and more.

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



We get up early. We stay up late. We 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.

  BADERRUTTER.COM

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