



Bader Who?

Q: Never heard of you.

A: That's because we're not flashy. But we're not a flash-in-the-pan, either. We've grown ourselves and our clients for almost 50 years by dreaming big, planning meticulously.

Q: Aren't you just an agency marketing company?

A: That's our heritage. But we've navigated the complexities, audiences and channels of that world so well, we've grown. And we've been so deliberate in our growth, our newer clients are in adjacent fields. Like, you know, we actually have a plan.

Q: What's your schtick? Everybody has a schtick.

A: We dream big. We plan meticulously. We will be fierce champions of your success.

Q: You're in Milwaukee? You kidding me?

A: Yes. Paris, France was all filled up. Besides, it's a great town. We're in Chicago, as well. And our clients have global footprints, so it's obviously not a problem.

Q: You're too big.

A: We're independent. Never bought a company. Never been bought. Growth has been steady and stable because we focus on a client's business like our jobs depend on it. (Surprising how so many agencies disregard that bit of logic.)

Q: You're too small.

A: Not that small. Full-service, 275 people, and long-standing client relationships with the No. 1 and No. 2 leaders in trillion-dollar industries.

Q: Has anyone who's not a blood relation said anything nice about you?

A: "Until you've worked with them, you will struggle to believe that an agency can be humble, talented, and hardworking while delivering well-priced creative with brilliant execution. But that's Bader Rutter. They are the real deal."— Alan Reed, Executive Director, Chicagoland Food & Beverage Network. We got more.

Q: So, how do you even say your name? Bigger Rudder? Rutabaga?

A: Bay-dr Ruh-dr. At your service.

Bader Rutter by the numbers.

Full-service Agency

Advertising & Design

PR & Social

Media Buying & Planning

Data, Strategy & Analytics

Business Consulting

Everything Digital

250
employees

47
employee-owned years

Clients by Billings

<\$1M 10 \$1-5M 5 \$5M+ 4

MKE+CHI

Client Partners



If you have dreams, let's talk.

David Jordan Chief Growth Officer
djordan@bader-rutter.com / 414.708.2289

