



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 agrimarketing agency?

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 are fierce champions of your success.

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

A: Yes. Paris was all filled up. Besides, Milwaukee is 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, around 250 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: *"I've worked with Bader Rutter in different capacities for 10-plus years. I love working with this team. Extremely creative, very responsive to our needs; it's really like having an additional team that supports me 24/7. I can't say enough good things about working with Bader Rutter."*
– Dr. Mike McFarland, Chief Medical Officer, Zoetis. (And yes, 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

49

employee-owned years

Clients by Billings

<\$1M 10

\$1-5M 5

\$5M+ 4

MKE HQ. CHI Office.

Remote in 15 states

Global colleagues in 30 countries

Client Partners



The best way to get to know us
is a conversation. Let's talk.

David Jordan President
djordan@bader-rutter.com / 414.708.2289

