



# B2Braver B2Bolder B2Better

**Q:** Let me guess, you're a B2B agency.

**A:** Thanks for noticing. Yes, we were named the #1 B2B Agency in North America. And B2B Agency of the Year as well.

**Q:** Aren't you just an agrimarketing agency?

**A:** That's our heritage. But we've navigated the complexities of those audiences and channels so well that we've grown. And we've been so deliberate in our growth that our newer clients are in adjacent fields, like pet care and food. You know, we actually have a plan. And a strategy.

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

**A:** We make it our business to know our clients' businesses. In fact, we hire subject matter experts: ranchers, farmers, veterinarians, chefs, and business leaders. We find the meaningful emotion that makes audiences loyal to our clients' brands and services. And we keep our promises.

**Q:** You sound pretty midwestern.

**A:** "Proudly midwestern." Milwaukee is a great town and Chicago is world class. Plus we keep boots on the ground in 18 states. Our clients have global footprints, and most are a plane ride away, so it's obviously not an issue.

**Q:** You're too big.

**A:** We're independent. Never bought an agency. Never been bought. Growth has been steady and stable because we focus on our clients' businesses like our jobs depend on it (*surprising how many disregard that simple truth*).

**Q:** You're too small.

**A:** Not that small. We're a full-service agency of around 250 people with a client roster whose market caps total more than \$200B.

**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 we do have more*).

**Q:** So, you are B2Braver, B2Bolder, B2Better?

**A:** Our work? Yes. Ourselves? We'd call us "creative, collaborative and committed," but that's not particularly snappy.

# Bader Rutter by the numbers.

We're a full-service agency:

Advertising & Design

PR & Social Media

Media Buying & Planning

Experiential & Trade Shows

Performance Marketing, Data & Analytics

Brand & Marketing Consulting

End-to-End Digital Solutions

In-house Print, Video & Audio Production



around  
**260**  
employees

**50**  
employee-owned years

Our global partnership with



THE WORLD'S B2B AGENCY

operates out of 66 offices  
across 31 countries

## Clients by Billings

**9** <\$1M

**6** \$1-5M

**4** \$5M+

# MKE + CHI

And remote in 18 states.

## Client Partners



**RAYMOND**



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

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See our work:

