butler/till

A MEDIA AND COMMUNICATIONS AGENCY

Butler/Till understands that media means more than message delivery—it's about making meaningful connections between people and brands. Our team includes strategists, buyers, researchers, producers, united to build masterful media plans that bring out the best in our clients' brands. In everything we do, we consider Media First, because the right channel can make all the difference.

SERVICES

MEDIA PLANNING & PLACEMENT

We develop comprehensive media plans with strategic touch points, including media that's paid, earned, or owned. Our killer negotiation skills ensure you get the most for your marketing dollar. From traditional to digital, consumer to B2B, we will find the right channels to reach your audience and move them to action.

RESEARCH & STRATEGY

Research has always informed strategy, but today the insights you need these days are more sophisticated. Our research considers the modern relationship among consumers, brands, and technology—and the deeper answers you need to be effective. We use the latest tools in our research arsenal to develop marketing strategies that drive results.

CREATIVE & TECHNOLOGY

Our team of programmers and designers know how to bring media plans to life in an ultra-connected world. We do digital. We do social. And we do classic—from print to collateral to broadcast.

ANALYTICS

Data is one of the most potent materials we work with. It helps test campaigns. Build useful models. And optimize performance. We start by asking what data you already have and where it comes from. We look at what's missing and how we can collect it. We work closely with your experts and partners. Plot a scalable long-term course. The result? Reporting that's clear, collaborative, and actionable.

FAST FACTS

- Media and communications agency founded in 1998
- $160+ million in billings
- 100+ employees independent, 100% employee-owned ESOP
- 5,000 Fastest-Growing Companies, Inc. Magazine
- Best Places to Work in Advertising & Media in 2015, Advertising Age

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CLIENTS AND EXPERIENCE

Education
Deerfield Academy
Ithaca College
Nazareth College
Roberts Wesleyan College
Stonybrook University
Sylvan Learning Center

Grocery/Retail
Heinen's Fine Foods
Masterlock
Sentry Safe
Skeeter Snacks
Winn-Dixie
Wegmans

Health Care
ALPHAEON
Bausch + Lomb
Carestream Health
Celgene
Excellus BlueCross BlueShield
Ferring Pharmaceuticals, Inc.
Lifetime Care
Rochester Regional Health System
Salix
Univera Healthcare
Valeant Pharmaceuticals

Human Resources
Paychex
Skillsoft

Non-Profits
Causewave Community Partners
Strong National Museum of Play

Public Sector
NY Lottery
NYSERDA
NYPA

Technology
ACI Worldwide
Eastman Kodak
Kodak Alaris

Telecommunications
CenturyLink