

Create Connections. Make a Difference.



Butler/Till is an independent, women-owned, employee-owned, purpose-driven B Corp, and a results-driven marketing agency. The agency has a focus in the healthcare/pharmaceutical, finance, energy, and retail categories with several Fortune 500 companies as clients across the country. Capabilities include Media, Integrated Planning, Analytics, and Creative. Butler/Till is built on accountability, integration, agility, and customer intimacy and delivers real business outcomes.

OUR VALUES: Visionary, Ownership, Integrity, Community, Extraordinary

OUR VISION: Unlocking potential without compromise in our people and business, with our partners, and in our communities.

OUR BUSINESS: We are a results-driven marketing agency. We solve our clients' business problems using our deep and ever-expanding expertise in all forms of communication. Our clients' success is our success.

OUR CAPABILITIES:



MEDIA

Today's sophisticated media landscape requires new ways of thinking. Our experts create hyper-targeted, channel agnostic, and fully optimized plans that help you meet your business objectives.



INTEGRATED PLANNING

From strategy development to comprehensive communications planning, this team identifies, manages, and capitalizes on every consumer touch point available to find the best solution for our clients—in close collaboration with all of our capabilities.



ANALYTICS

Sounding smart and looking good is nice, but we're really into marketing that actually works. Everything we do is exhaustively informed, constantly monitored, and continually optimized to maximize results.



CREATIVE

Our creative approach is simple: let's reward people for giving us their attention. And it's led us to craft award-winning campaigns for clients in healthcare, financial services, energy, and other regulated industries.

OUR FAST FACTS:

- Women-owned (WBENC)
- 100% employee-owned (ESOP)
- 300+ employees
- \$500 million in capitalized billings
- Recognized as one of the largest independent marketing communications firms in the country
- 26% YOY revenue growth with a 10-year compound annual growth rate of 17%

MAJOR AWARDS & INDUSTRY RECOGNITION:

- Proud Google Premier Partner
- Listed as a Best For The World List Of Top-Performing B Corps for five years
- Local top workplace winner for nine consecutive years
- Listed as one of the Rochester Chamber of Commerce Fastest-Growing Private Companies for 14 consecutive years
- Listed as one of the Inc. 5000 Fastest Growing Private Companies for seven consecutive years
- Listed as one of the MM+M's Top 100 Healthcare Agencies for six consecutive years
- ATHENA International Organizational award
- AdAge's Best Places to Work in Marketing & Media
- PM360 Elite 100 Marketing Team award
- Telly awards for three consecutive years
- Gold local ADDY award and silver regional ADDY award
- Platinum Hermes award
- Effie finalist

OUR CATEGORIES OF EXPERTISE:

Healthcare (Health/Hospital Systems, Health Insurance, Medical Devices, Pharmaceuticals, and Biotechnology), Financial Services, Energy and Sustainability, and Retail

OUR EXPERIENCE:

AMGEN®

axsome

BAUSCH+Health

GBT

HOLOGIC®

Jazz Pharmaceuticals

Northwest

oraPHARMA

Ortho | Dermatologics

Phathom
PHARMACEUTICALS

rigel

Salix
PHARMACEUTICALS, INC.

SJ

Takeda

UNIVERSITY of
ROCHESTER
MEDICAL CENTER