

Sauer Agency Launches to Provide Research-Driven Strategy and Creative Consulting for Brands and Agencies

Founded by marketing strategist Timothy Sauer, Ph.D., the new consultancy blends 20+ years of behavioral research with a decade of strategy and creative expertise to help organizations turn insights into smarter marketing.



Louisville, Kentucky Sep 15, 2025 ([IssueWire.com](https://www.issuewire.com)) - Sauer Agency Launches to Deliver Research-Driven Strategy and Creative Consulting for Agencies and Regional Brands

Marketing strategist and researcher **Timothy Sauer, Ph.D.** has launched [Sauer Agency](#), a consultancy dedicated to bringing PhD-level insights and strategy to agencies, regional brands, and growth-minded businesses.

After nearly 12 years with LEAP Group, most recently as **Vice President of Research & Strategy**, Sauer founded the agency to help organizations make smarter marketing decisions by combining rigorous consumer research with practical strategy and creative consulting.

“Great creative starts with great insights,” said Sauer. “Sauer Agency is designed to take the guesswork

out of marketing by turning consumer understanding into clear direction for strategy, messaging, and creative execution.”

Sauer brings **more than 20 years of behavioral research experience**, including running hundreds of focus groups, surveying hundreds of thousands of consumers, and teaching graduate-level research methods and statistical analysis. Pairing this with a decade of marketing strategy and execution, Sauer Agency offers a rare combination of **insight and innovation**.

Service areas include:

- **Research + Evaluation:** consumer insights, competitive audits, digital listening, program evaluation.
- **Strategy:** positioning, messaging, go-to-market strategy, creative briefs.
- **Creative Consulting:** facilitation of brainstorming, concept testing, and inputs to guide ideation.

Headquartered in Louisville, Sauer Agency partners with clients across the Midwest and nationally, helping agencies and brands uncover consumer insights that drive smarter marketing strategies and stronger creative outcomes.

About Sauer Agency

Sauer Agency is a consultancy specializing in research, strategy, and creative consulting. Founded by Timothy Sauer, Ph.D., the firm helps agencies, regional brands, and growth-focused businesses transform consumer insights into actionable marketing direction.

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