

## **Elevation Awarded Creative Duties for The C.F. Sauer Co.**

*Work will include a new TV campaign for Duke's Mayonnaise as it expands distribution*

**RICHMOND, VA** – Elevation is pleased to announce that it has been awarded all creative advertising duties for The C.F. Sauer Company, the locally based and family-owned spice, extract, flavoring and condiments company.

Elevation's creative duties for C.F. Sauer will include work on the 124-year-old company's three key brands: Duke's Mayonnaise, Sauer's Everyday Spices, and a gourmet line of spice blends, The Spice Hunter. Elevation has already produced a free-standing insert (FSI) for newspapers and will launch a new television campaign for Duke's Mayonnaise in June, in coordination with the expansion of the product's availability in other regions of the U.S.

"Elevation understood from the beginning of this process how important our brand and image is to us, particularly being a family company with deep ties to Richmond," said Frank Pyszkowski, Senior Vice President of Sales & Marketing at The C.F. Sauer Company, headquartered at 2000 W. Broad St. "Our brands already have an extremely loyal following and we look forward to Elevation assisting us in growing that following in other regions of the US."

Aaron Dotson, Elevation Principal and Creative Director, said the work will kickoff with TV spots for Duke's Mayonnaise as Sauer expands the premium condiment's availability throughout the U.S. to compete with the national brands.

"Sauer's is a client that is very serious about its family name and the high-quality products that they make, so we took a lot of that into consideration in the creation of these spots," Dotson said. "Our campaign is designed to tell the story of Duke's Mayonnaise and hopefully make mouths water in the process – particularly those who have never tasted it."

With newly renovated offices at 9 W. Main St., the award-winning Elevation has been providing branding and advertising to local and national accounts since 2001. In addition to Sauer, clients include SnagAJob, McKesson, MeadWestvaco and Virginia Credit Union.

### **About Elevation**

Elevation is a branding and advertising agency located in the heart of Richmond, Virginia. Founded in 2001 by Aaron Dotson and Frank Gilliam, a creative team who have worked together for nearly 20 years and were named Richmond's Ad Persons of the Year in 2010. Elevation delivers a higher level of thinking and a higher level of service – helping clients achieve a higher level of success. Aaron frequently shares advertising industry insight and conversation at [Twitter.com/aaronsdotson](https://twitter.com/aaronsdotson).

### **About The C.F. Sauer Company**

Founded in 1887 by 21-year-old Conrad Frederick Sauer, The C.F. Sauer Company produces quality flavorings, spices, sauces and condiments, including Sauer's line of herbs, spices, mixes, flavorings and extracts, Duke's Mayonnaise, BAMA Mayonnaise, and The Spice Hunter gourmet spices, blends and all natural soups in a cup. The company is owned and managed by members of the Sauer family. For more information, visit [www.cfsauer.com](http://www.cfsauer.com).

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