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C.F. Sauer hires Richmond ad agency

By Louis Llovio



The C.F. Sauer Co., a locally based and family-owned spice, extract, flavoring and condiments company, has hired the Richmond-based ad agency Elevation.

The agency will work on raising the name recognition of three company brands: Duke's Mayonnaise, Sauer's Everyday Spices and The Spice Hunter, a line of gourmet spices.

Details of the agreement were not disclosed.

"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 and marketing at Sauer.

Sauer, headquartered on West Broad Street, was founded in Richmond in 1887.

One of Elevation's first pieces of work on the account is a series of TV spots for Duke's Mayonnaise, the first commercials for the mayonnaise in six years.

Aaron Dotson, principal at the agency, said the spots are designed to introduce Duke's to a larger national audience as Sauer expands the availability of the mayonnaise nationwide.

The spots are being shot at Silvercup Studios in New York, the same studio used by the TV shows "30 Rock" and "Gossip Girl," Dotson said.

Elevation, which Dotson owns with partner Frank Gilliam, has offices on Main Street in Richmond. The partners were named Richmond's Ad Persons of the Year in 2010.

The firm counts MeadWestvaco, SnagAJob and Virginia Credit Union among its clients.

Elevation's most well-known piece of work could be its "eat crow, baby" banner poking fun at ESPN basketball analyst Dick Vitale during this year's run to the NCAA Final Four by Virginia Commonwealth University. Vitale had roundly criticized VCU's inclusion in the tournament.

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