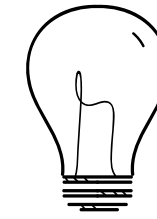




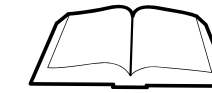
Eight Month Internship

Designing displays to build brands and brand objectives.

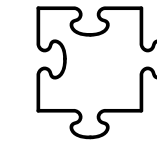
What did I do?



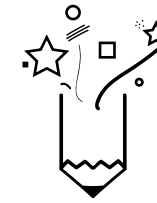
Problem Identification



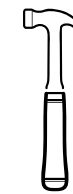
Research



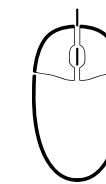
Branding



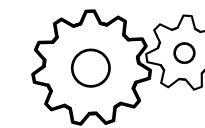
Ideation



Prototyping



Refinement



Production Refinement



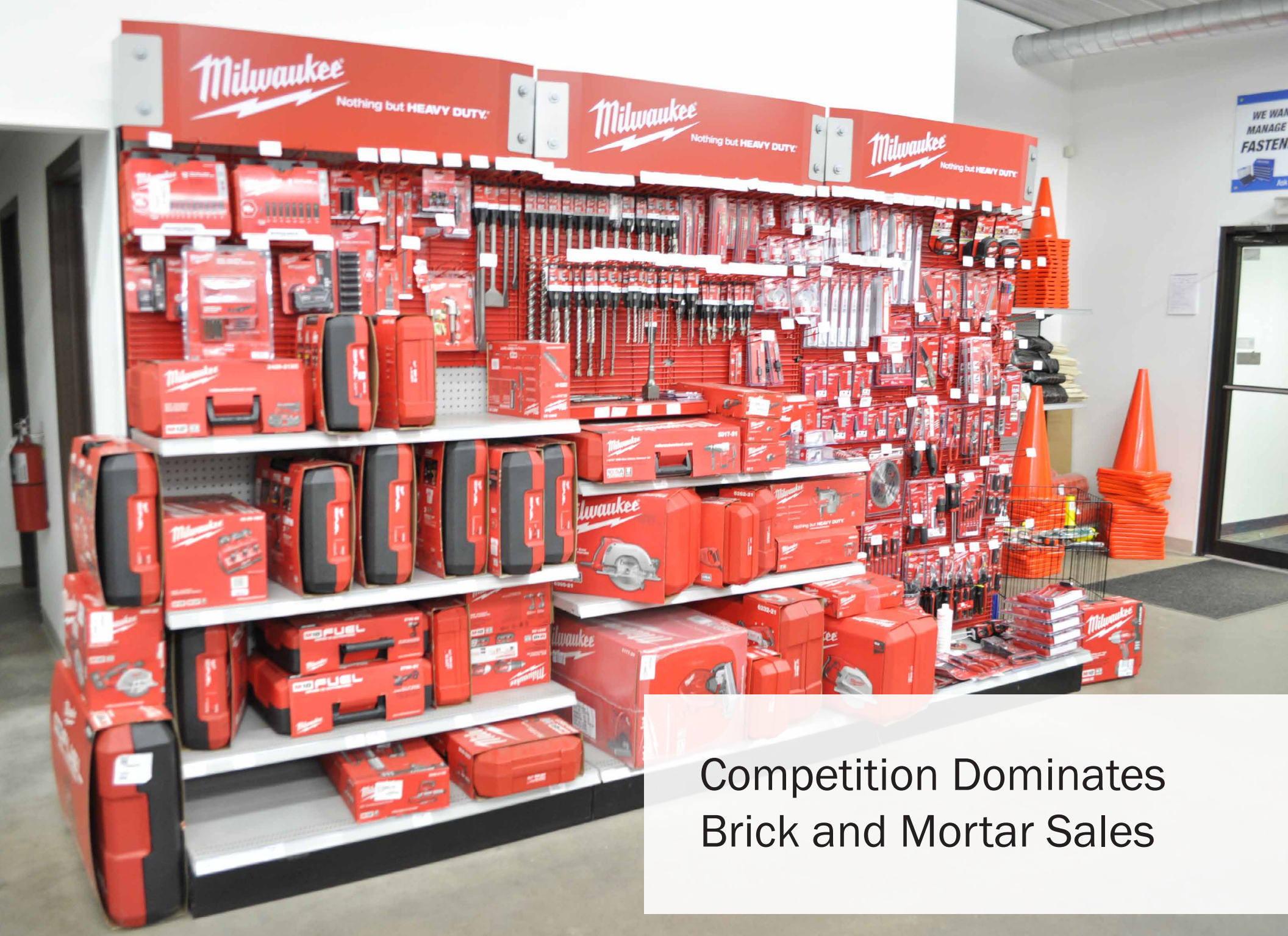
Quality Control

For whom?



Internship Task: Expand in-store market share by asserting Fastenal owned





Competition Dominates
Brick and Mortar Sales

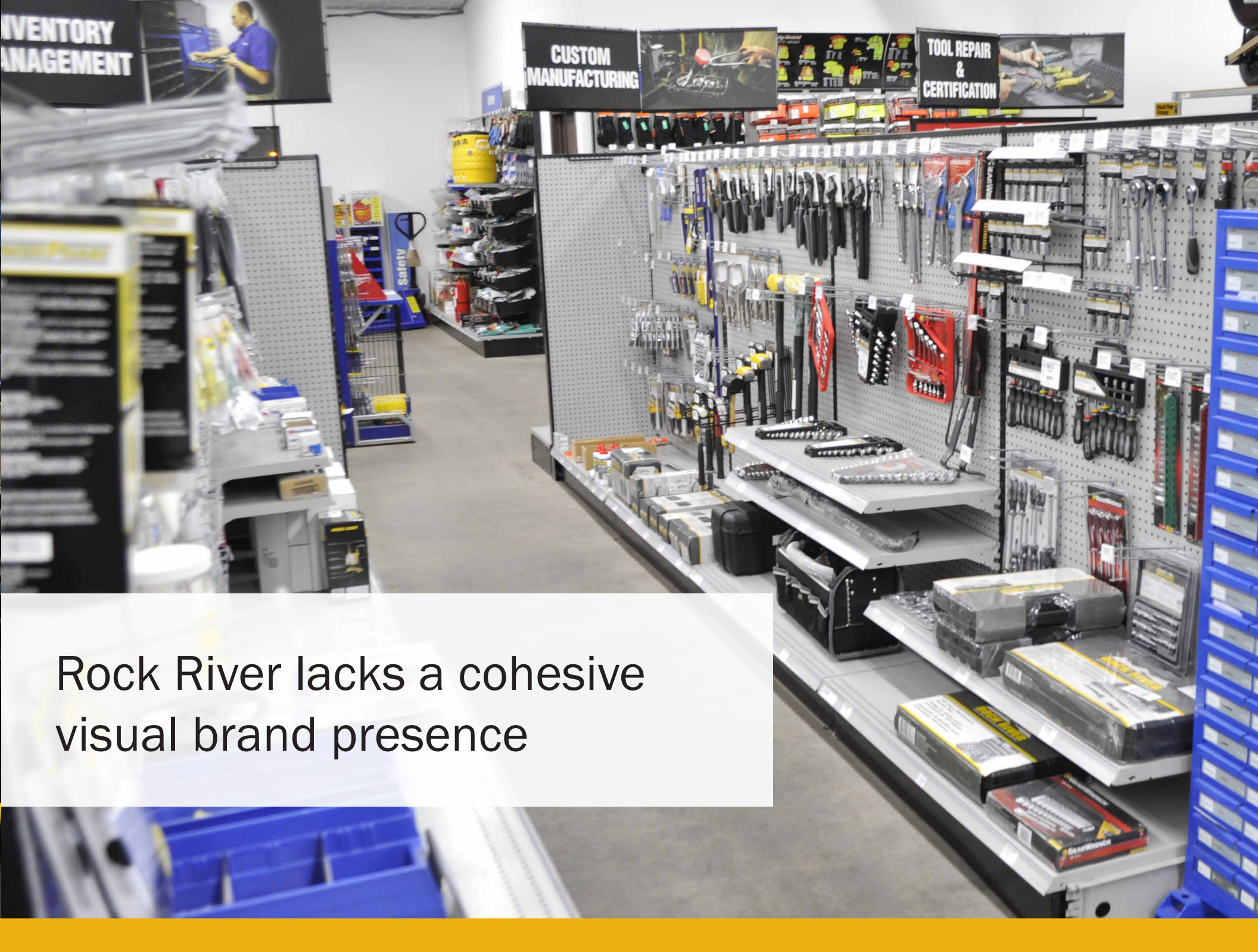


Competition Insights

- Fastenal wants to continue to sell competitor produced products
 1. Provide sales commission
 2. Reputable brands provide customer attendance i.e. foot traffic
 3. Provide a variety of niche products
- Fastenal wants their exclusive brands to be a higher percentage of brick and mortar sales



Business to Business
Industrial Users

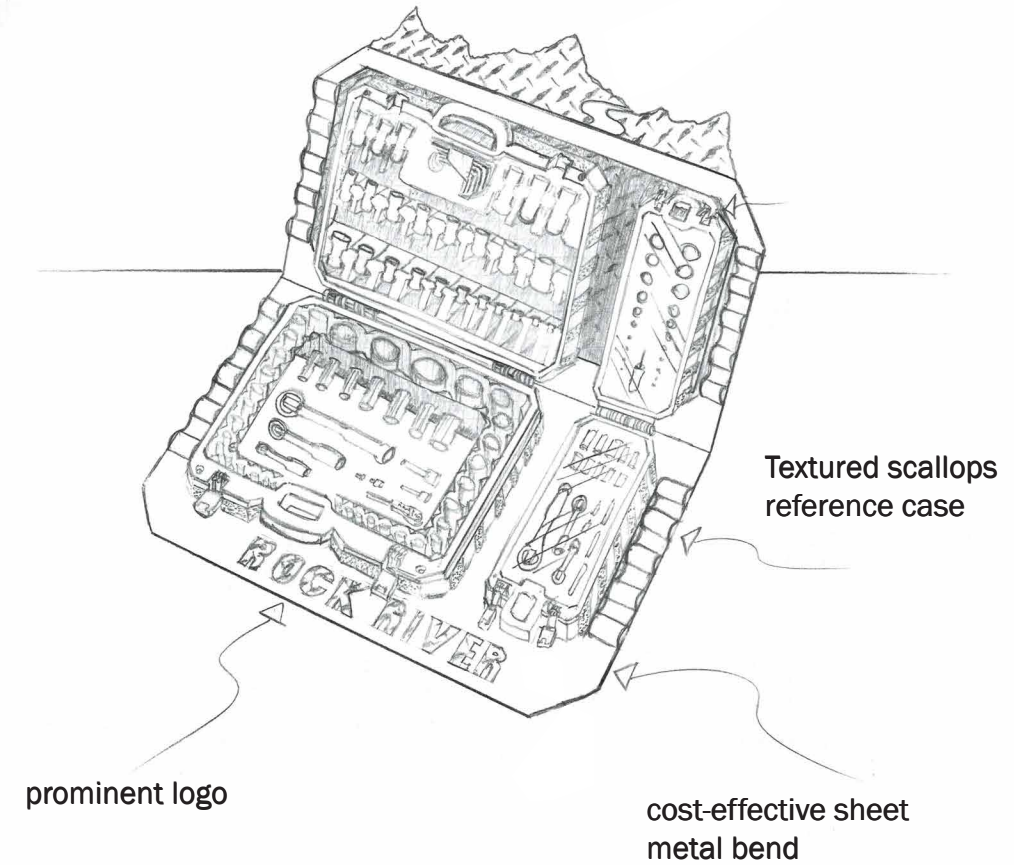
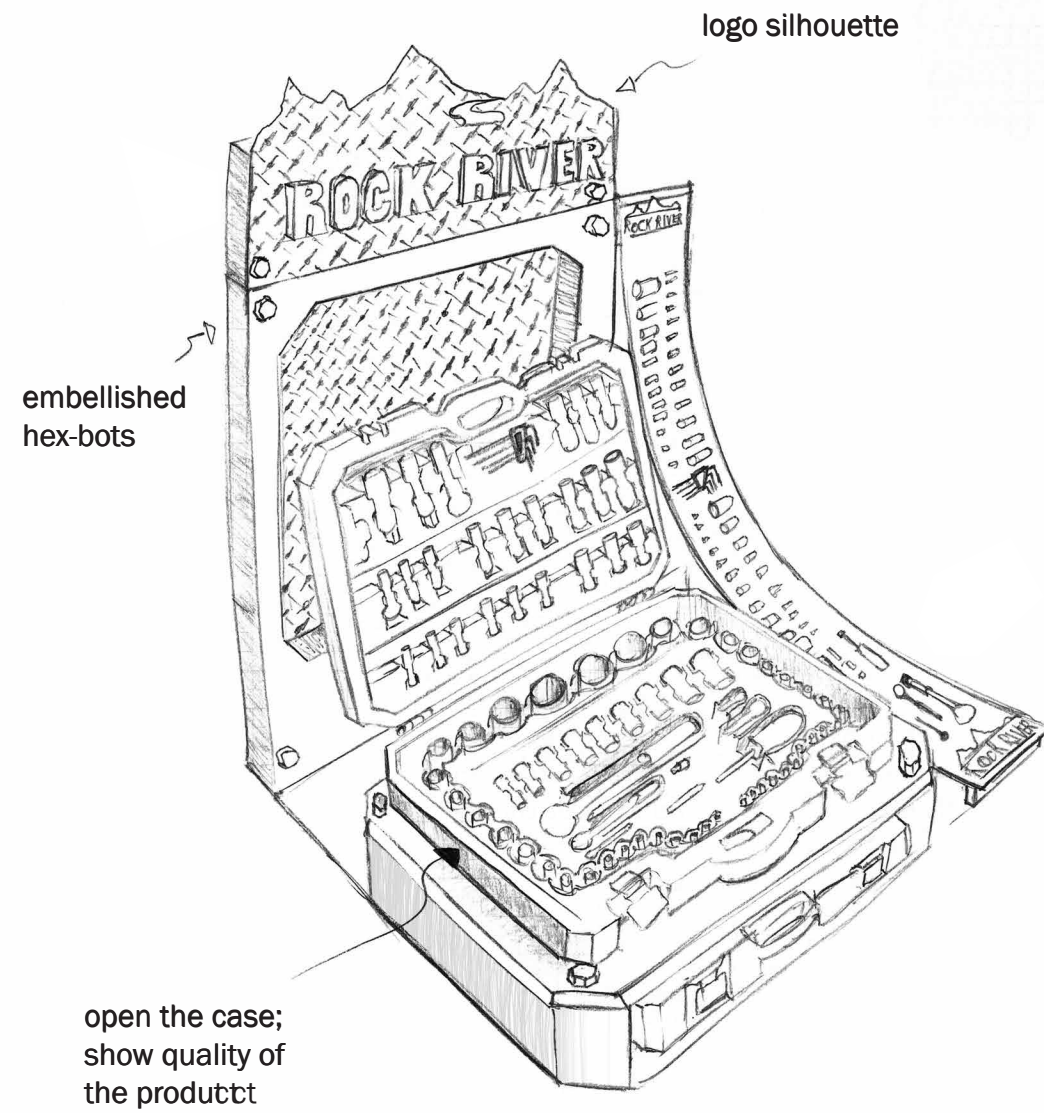


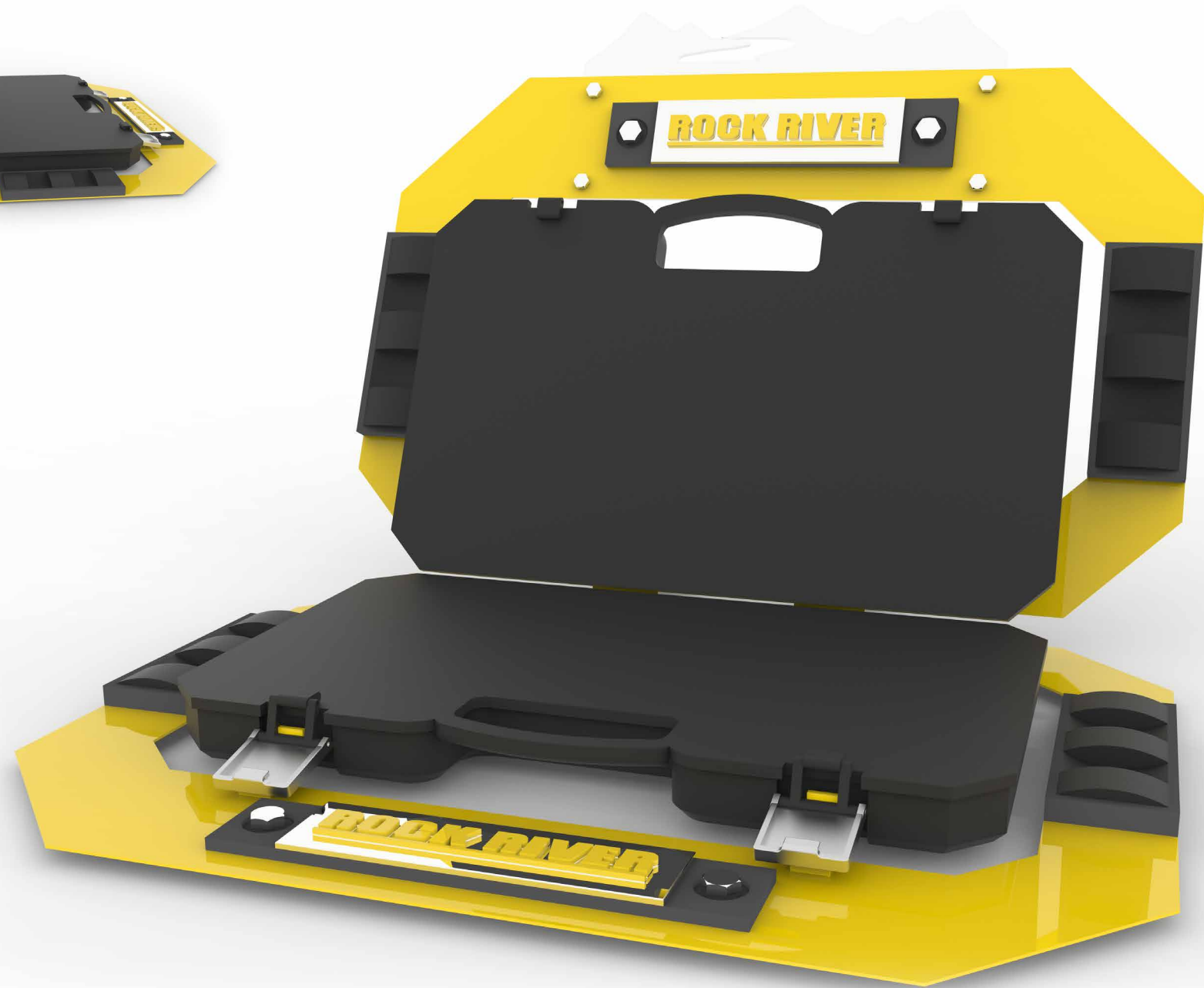
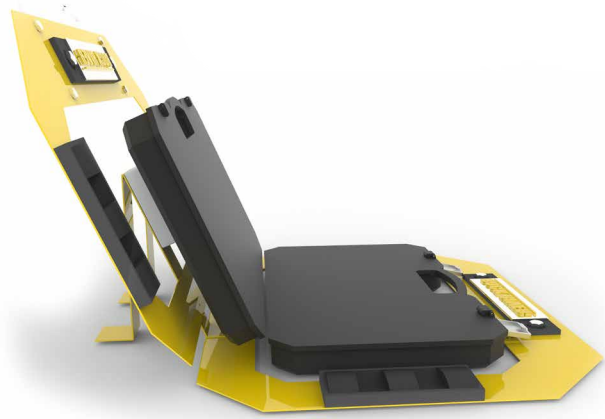
Rock River lacks a cohesive
visual brand presence



Budgetary constraints lead **FASTENAL** to choose a different route than market trends.

Glorifying Flagship Products





Additional Work Upon Request



Budget Refinements

