

MARKETING INTERNSHIP

ACROSS THE ROCKY MOUNTAIN REGION



Intern: Riana Slyter
Mentors: Antoinette Elbert
& Dawn Thilmany

PROJECT INTRODUCTION

Brandwith Connections is a marketing, micro-distribution, and merchandising solution company dedicated to empowering local Natural & Organic brands in the Rocky Mountain Region. Their mission revolves around creating meaningful connections between buyers, consumers, and emerging food entrepreneurs. With a dedicated team spread across the Rockies, they are committed to positively impacting local food systems. My internship offers a unique opportunity to gather valuable insights from local stakeholders, enhancing the data we acquire to nurture the local food ecosystem.

INTERNSHIP GOALS

- Understanding the Food Landscape:** Acquire insights into the challenges and prospects faced by food producers, particularly those transitioning into wholesale accounts. Gain a comprehensive knowledge of the barriers & opportunities within this domain.
- Research Proficiency and Program Design:** Develop proficiency in research methodologies relevant to the food industry. Learn how to effectively design programs to support food producers in areas such as marketing and infrastructure, fostering a conducive environment for brand success.
- Entrepreneurial Collaboration:** Gain practical experience by collaborating with business owners. Learn to discern entrepreneurial requirements and strategize ways to influence their business operations in alignment with their goals.
- Vendor Development:** Participate in planning and developing an online website and vendor portal to educate local functional food brand entrepreneurs. Acquire skills in curriculum design, content creation, and creating an enriching to influence their business operations in alignment with their goals, providing a learning experience for aspiring entrepreneurs.

WHAT YOU DID

- Rebranding CPG Food Brands:** Revitalizing brand identities to resonate better with consumers.
- Website Redesign:** Enhancing online platforms to facilitate engaging customer experiences.
- In-depth Research and Design:** Crafting comprehensive strategies for each food brand, merging research and design elements.
- Accompanied Sales Ventures:** Gaining hands-on experience by participating in sales efforts.
- Onboarding New Brands:** Assisting in seamlessly integrating new brands into the portfolio.
- Researching Rocky Mountain Food Systems:** Exploring local food systems to identify opportunities and challenges.
- Analyzing Brand Success Data:** Utilizing statistics and data to gauge the impact of brand demonstrations.

WHAT YOU LEARNED

My internship experience illuminated the intricacies of various brands within the local food industry. From functional beverages to sustainable foods, I delved into diverse narratives that shape these brands. Learning to communicate these narratives effectively to different audiences was a revelation. I discovered the power of visual storytelling in conveying brand essence. The knowledge acquired during this internship transcends the marketing realm, providing valuable insights into human psychology and communication dynamics.

HOW DOES THIS APPLY TO YOUR EDUCATION

As a Ph.D. in Communication studies focusing on film and media studies, my internship objectives aligned seamlessly with my academic pursuits by applying theoretical knowledge to real-world marketing scenarios. I used my ability to synthesize and streamline communication channels.

NEXT STEPS

The future of the food industry rests on a robust local food system. Brandwith Connections plays a pivotal role by supporting emerging brands at every stage of their journey, providing tailored strategies, networking opportunities, and data-driven insights.

- Embarking Phase:** Nurturing ideas of aspiring food entrepreneurs, finding the right connections & support.
- Creation Phase:** Crafting unique products with passion.
- Market Entry Phase:** Introducing products to the market.
- Growth Phase:** Expanding reach and building a loyal customer base.
- Sustainability Phase:** Ensuring long-term success and community impact.

CONCLUSION

Local food systems are the heartbeat of thriving communities. Brandwith Connections facilitates connections between brands, buyers, and consumers. Through rebranding, research, and insightful strategies, this internship experience has honed my skills and expanded my perspectives. As I continue my academic journey in Communication studies, I carry with me a profound understanding of how communication and marketing are catalysts for change in the food industry.



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