



FAST 2K

FAST 2K

BLU SKY CREATIVE LAUNCHES DIGITAL MERCHANDISING FOR FAST 2K™ EXPANDING FOAM

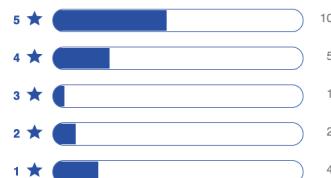
The team at Blu Sky Creative recently helped H.B. Fuller reintroduce the Fast 2K™ brand to the construction products market. The team at H.B. Fuller wanted to elevate the digital merchandising of their fence post product and at the same time, prime the market for the retail launch of the new Fast 2K™ deck post anchor product. The Blu Sky team relaunched the Fast 2K™ B2B product pages on H.B. Fuller as an informational consumer facing website with an updated usage calculator and a unified brand standard. An assortment of enhanced content was developed and published through Syndigo in support of the Fast 2K™ fence post on Lowe's. Additionally, a product sample campaign was launched through Bazaarvoice Lowe's Loop program.



REVIEWS

3.7 out of 5
★★★★☆

Write a Review



73%
Recommend this product

