OUR AUDIENCES

FUTURE STUDENTS
+ FAMILIES

WHO ARE THEY?

GEN Z
(Prospects)

BRAND DRIVERS

EXCELLENCE (ELITE, BUT NOT ELITIST)
DRIVE & DETERMINATION
BALANCE & FUN
FIT
CARE
VALUE
ACCESSIBLE

ATTITUDES/BELIEFS

• Purdue is highly recognized and respected
• I can become who I aspire to be if I work hard
• I will be stretched and challenged by people who care
• I can make an impact at Purdue and beyond
• I can be part of a community
• I trust my degree will be valuable
OUR AUDIENCES

WHO ARE THEY?

GEN Z
(Undergrads)

MILLENNIALS
(Grad Students)

CURRENT STUDENTS
UNDERGRADUATE + GRADUATE

BRAND DRIVERS

PRESTIGE
QUALITY
DIVERSITY + INCLUSION
RESPECT

ATTITUDES/BELIEFS

• Purdue is highly recognized & respected
• Purdue will help me get where I want to go
• I am being stretched and challenged by people who care
• I am part of a community and family
• My degree will be worth something and worth it
• Boilermakers apply their education to make a giant impact
OUR AUDIENCES

WHO ARE THEY?

- MILLENNIALS
- GEN X
- BOOMERS
- SILENT GENERATION

FORMER STUDENTS
ALUMNI

BRAND DRIVERS

- PRIDE
- FAMILY
- RESILIENT
- ACCOMPLISHED
- PRACTICAL & APPLIED
- RESPECT
- IMPACT
- VALUE

ATTITUDES/BELIEFS

- Purdue is highly recognized & respected
- My degree from Purdue University means something and has great value
- Purdue is a family
- Purdue grads work harder, don’t give up, and figure it out
- Boilermakers apply their education to make a giant impact locally, nationally, and globally
WHO ARE THEY?
- Leadership
- Deans
- Faculty
- Staff
- Researchers
- Contractors

FACULTY AND STAFF + ADMINISTRATION

BRAND DRIVERS
- Pride
- Respect
- Resilient
- Accomplished
- Practical & Applied
- Impact

ATTITUDES/BELIEFS
- Purdue is highly accomplished, recognized & respected
- We make practical and innovative impact in the world
- Purdue is a serious and hard-working place
- We don't give up and we figure things out
OUR AUDIENCES

EXTERNAL
BUSINESSES, PEERS, COMMUNITIES

WHO ARE THEY?
- Employers
- Clients
- Peer schools
- Donors
- Government
- Community

BRAND DRIVERS
- Prestige
- Respect
- Outcomes
- Impact

ATTITUDES/BELIEFS
- Purdue makes a global impact
- Purdue is more than education: research, commercialization
- Purdue grads are well prepared
- Purdue is a great investment