### Brand Essence

**Real Opportunity for More**

### Positioning

<table>
<thead>
<tr>
<th>The Need</th>
<th>They need to know that a Purdue Global education will make them <strong>prepared for what’s next.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Want</td>
<td>They want to see that the Purdue Global experience is <strong>built for working adults.</strong></td>
</tr>
<tr>
<td>The Solution</td>
<td>They will trust a degree from Purdue Global because it’s <strong>backed by Purdue.</strong></td>
</tr>
</tbody>
</table>

### Audience

<table>
<thead>
<tr>
<th>They are more likely to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be more mature</td>
</tr>
<tr>
<td>Be in the military or have military experience</td>
</tr>
<tr>
<td>Be proud, driven, determined and hardworking</td>
</tr>
<tr>
<td>Be currently employed but wanting to move ahead</td>
</tr>
<tr>
<td>Have some college credit but no degree</td>
</tr>
<tr>
<td>Be busy, pressed for time and stretched thin</td>
</tr>
</tbody>
</table>

### Strategic Insights

**Insight #1:**

“I want to earn a quality education and **degree that I can be proud of and trust, and that future employers will respect.** If I’m going to spend the time and money, I want it to be legitimate.”

**Insight #2:**

“I want my life and work experience and what I bring to the table as an adult to be recognized and valued. **I want credit for what I know and what I have done,** to advance my journey toward future success. I want to know that what I’ve done previously wasn’t a waste.”

**Insight #3:**

“I am capable of more. **A degree is a stepping stone to new opportunities** for me and my family, and I’m determined to see it through. This presents a redemptive opportunity for me to prove to myself and others what I can do.”
Purdue Global is Purdue’s online university for working adults.

**Brand Descriptor**

**Core Attribute:**
- The “Give”
- A practical and personal online education built by Purdue

**Core Benefit:**
- The “Get”
- Earn a degree that they’re proud of and that employers respect

**Experience**
- Flexible online learning options
- Extensive and thoughtful resources
- Attention and support

**Education**
- A proven and highly relevant academic offer
- Engaged faculty with real-world experience
- Credit for work and life experience

**Reputation**
- The Purdue University history and mission
- Purdue quality and values throughout
- Access to the Purdue community

**Personality**

**Real**
- True, relevant, legitimate

**Determined**
- Purposeful, persistent, driven

**Supportive**
- Caring, invested, committed to the working adult

**Respected**
- Quality, recognized, and valued

**Accessible**
- Attainable, approachable, open

**Trustworthy**
- Credible, backed by Purdue, responsible

Learn more about the New Brand and Marketing Launch.