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1 /

## BRAND ESSENCE

# REAL OPPORTUNITY FOR MORE

2 /

## POSITIONING

**The Need** They need to know that a Purdue Global education will make them **prepared for what's next.**

**The Want** They want to see that the Purdue Global experience is **built for working adults.**

**The Solution** They will trust a degree from Purdue Global because it's **backed by Purdue.**

3 /

## AUDIENCE

They are more likely to:

Be more mature

Be in the military or have military experience

Be proud, driven, determined and hardworking

Be currently employed but wanting to move ahead

Have some college credit but no degree

Be busy, pressed for time and stretched thin

4 /

## 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:

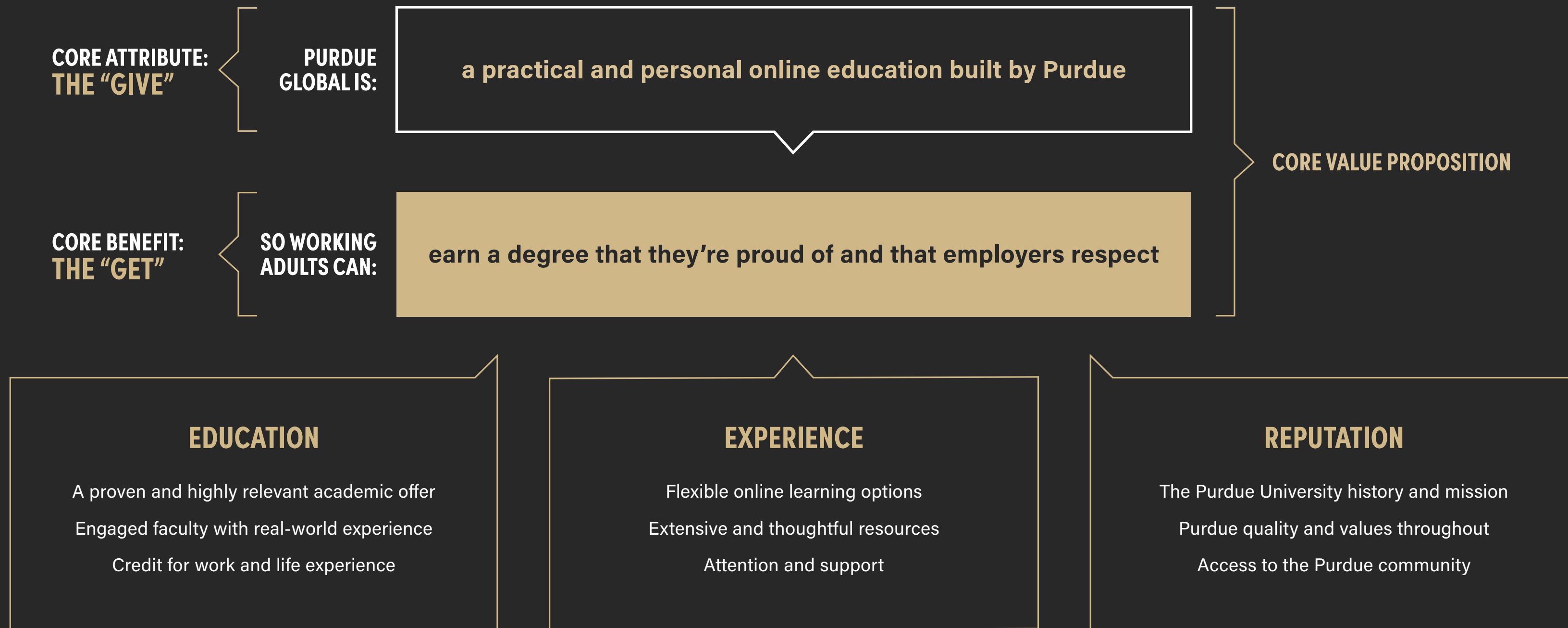
“ I want my life and work experience and what I bring to the table as an adult to be recognized and valued. **I want credit for what I know and what I have done,** to advance my journey toward future success. I want to know that what I've done previously wasn't a waste.”

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.”

# MESSAGE MAP

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# BRAND DESCRIPTOR

# PURDUE GLOBAL IS PURDUE'S ONLINE UNIVERSITY FOR WORKING ADULTS.

# 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