

SECTION 1

BRAND LAUNCH

MASTER BRAND

STRATEGY

The Purdue Brand Strategy Includes:

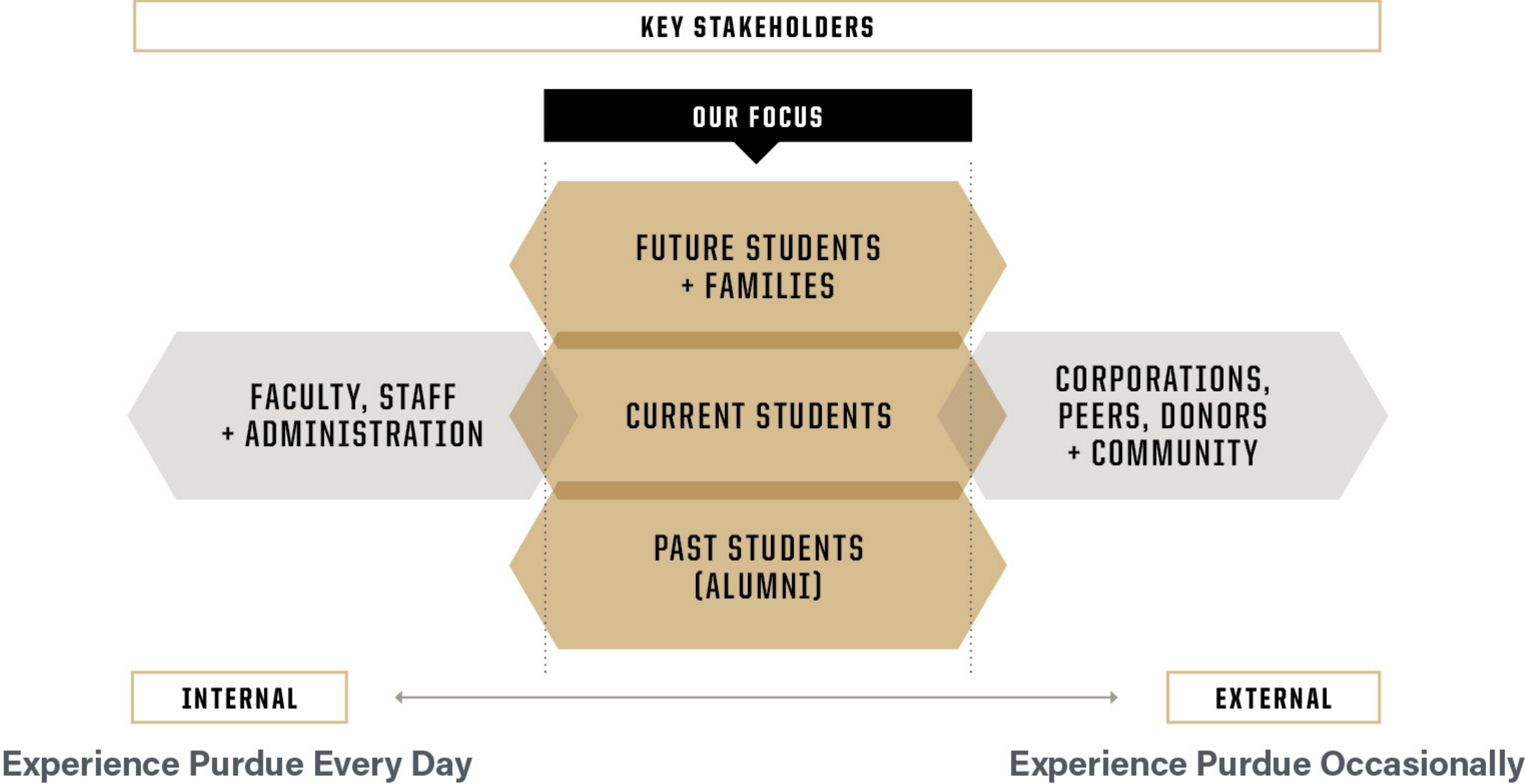
1 **Our Audiences**
(WHO WE ARE HERE FOR)

2 **Our Brand Essence**
(WHAT WE STAND FOR)

3 **Our Value Proposition**
(WHY WE MATTER)

4 **Our Brand Personality**
(HOW WE LOOK, FEEL AND SOUND)

OUR AUDIENCES



OUR AUDIENCES



FUTURE STUDENTS + FAMILIES

WHO ARE THEY?

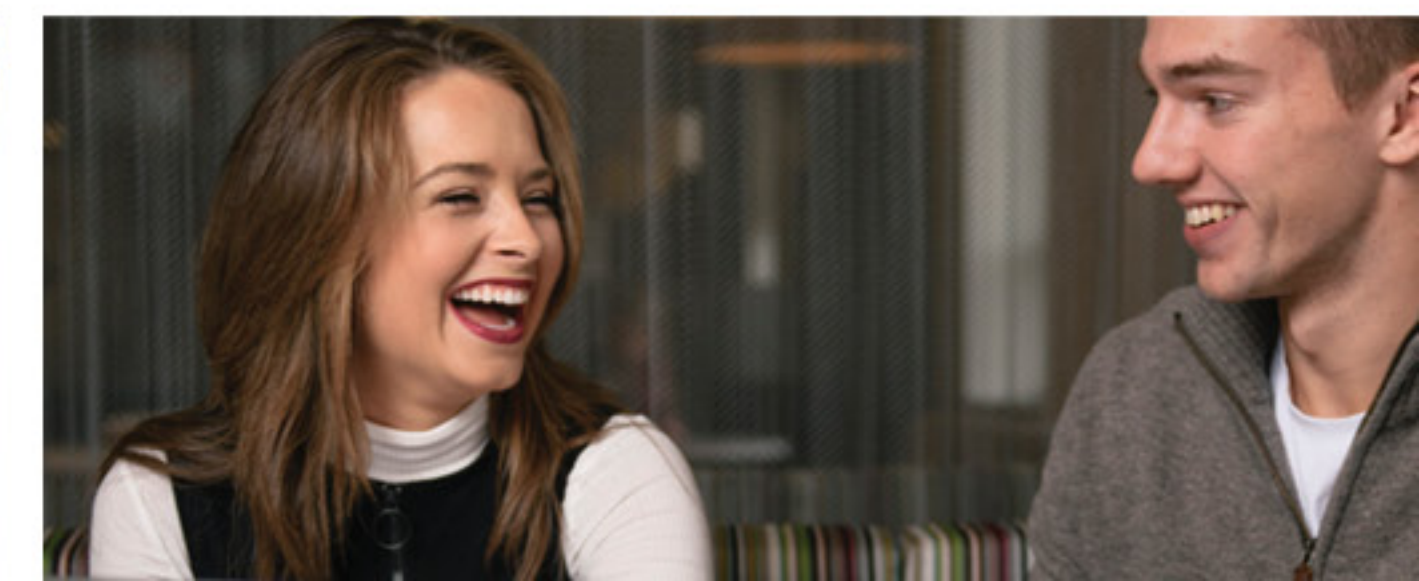
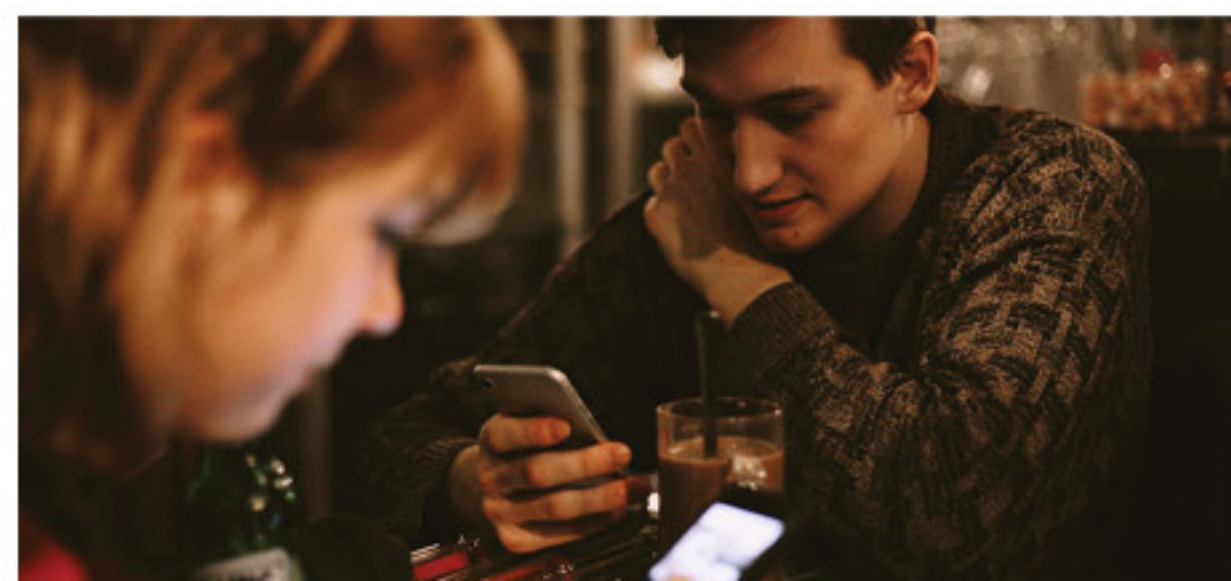
GEN Z
(Prospects)

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



CURRENT STUDENTS UNDERGRADUATE + GRADUATE

WHO ARE THEY?

GEN Z
(Undergrads)

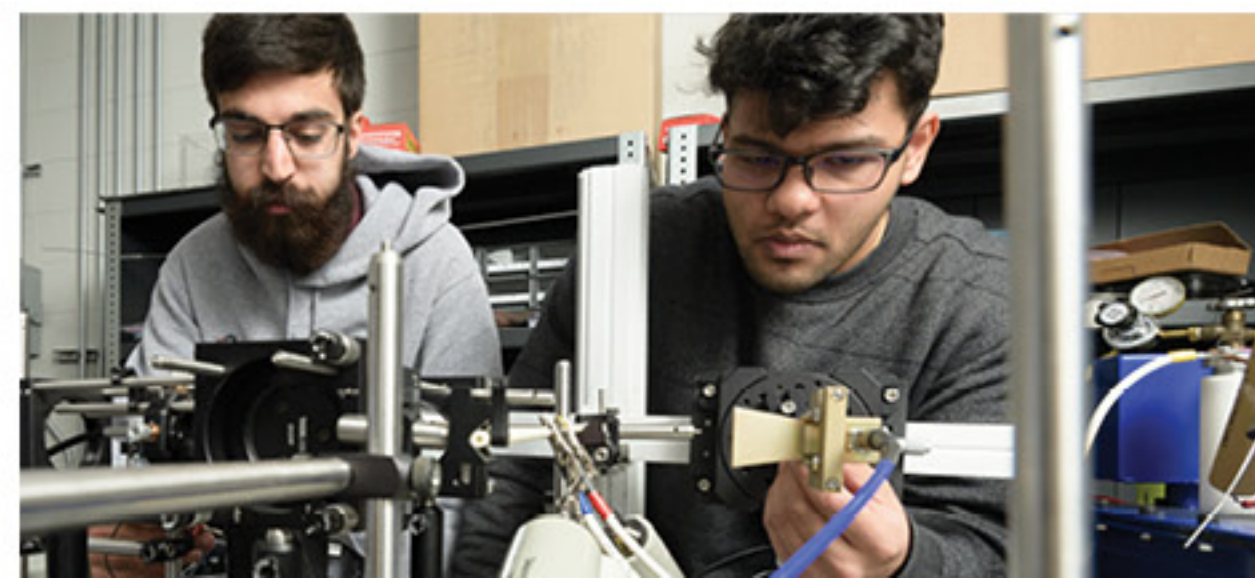
MILLENNIALS
(Grad Students)

BRAND DRIVERS

PROVEN
SERIOUS & HARD WORKING
DEDICATION
BALANCE & FUN
COMMUNITY
CARE
VALUE

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



FORMER STUDENTS ALUMNI

WHO ARE THEY?

MILLENNIALS
GEN X
BOOMERS
SILENT GENERATION

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



OUR AUDIENCES



FACULTY AND STAFF + ADMINISTRATION

WHO ARE THEY?

LEADERSHIP
DEANS
FACULTY
STAFF
RESEARCHERS
CONTRACTORS

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



BRAND ESSENCE

**The clearest, most concise statement of who we are as an institution.
This “big idea” forms the foundation of our brand:**

BRAND ESSENCE

The clearest, most concise statement of who we are as an institution.
This “big idea” forms the foundation of our brand:

Purdue University is about

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**Purdue University is about
the persistent pursuit of innovation**

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BRAND ESSENCE

The clearest, most concise statement of who we are as an institution.
This “big idea” forms the foundation of our brand:

**Purdue University is about
the persistent pursuit of innovation
where people bring their best and learn
to build a better world together.**

BRAND ESSENCE

The clearest, most concise statement of who we are as an institution.
This “big idea” forms the foundation of our brand:

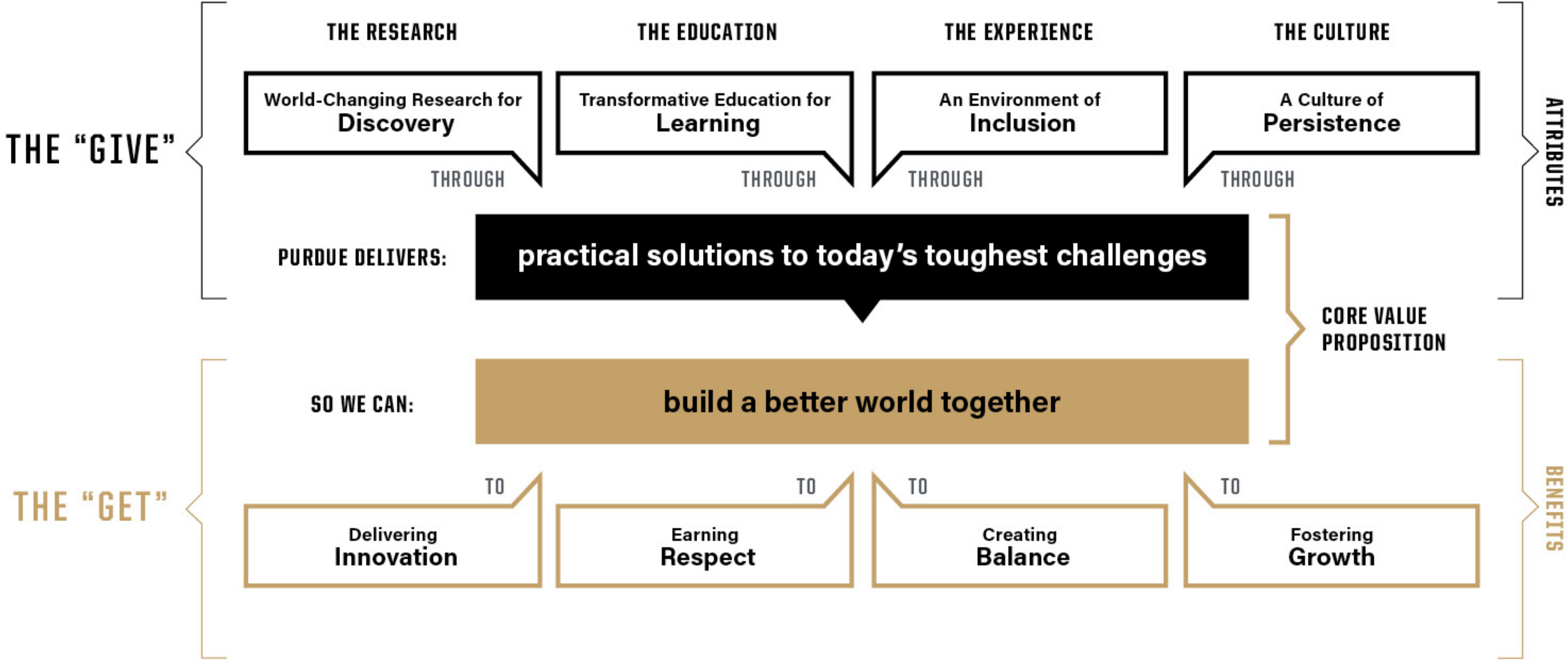
SIMPLY PUT:

**Persistent Innovation.
Together.**

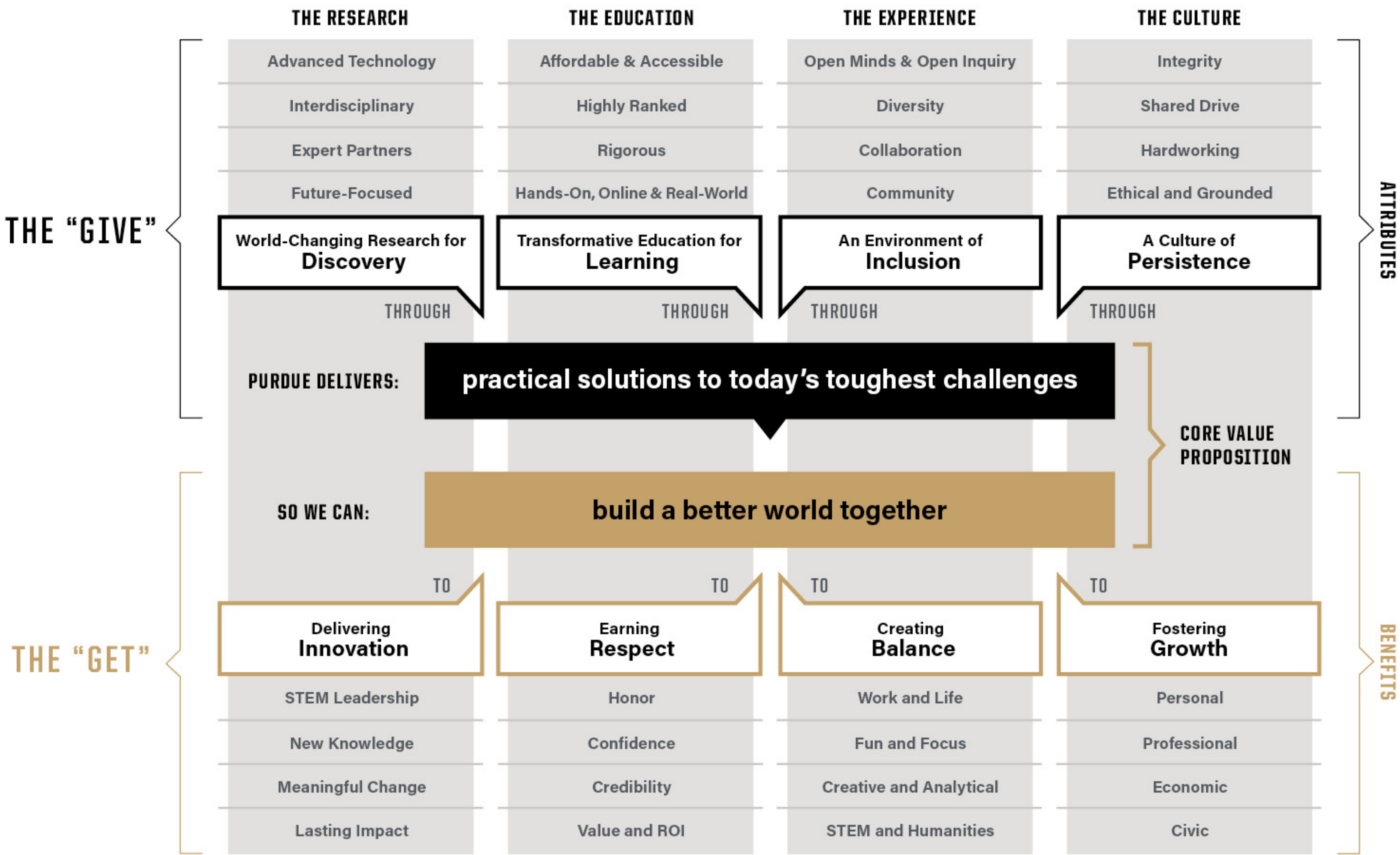
VALUE PROPOSITION



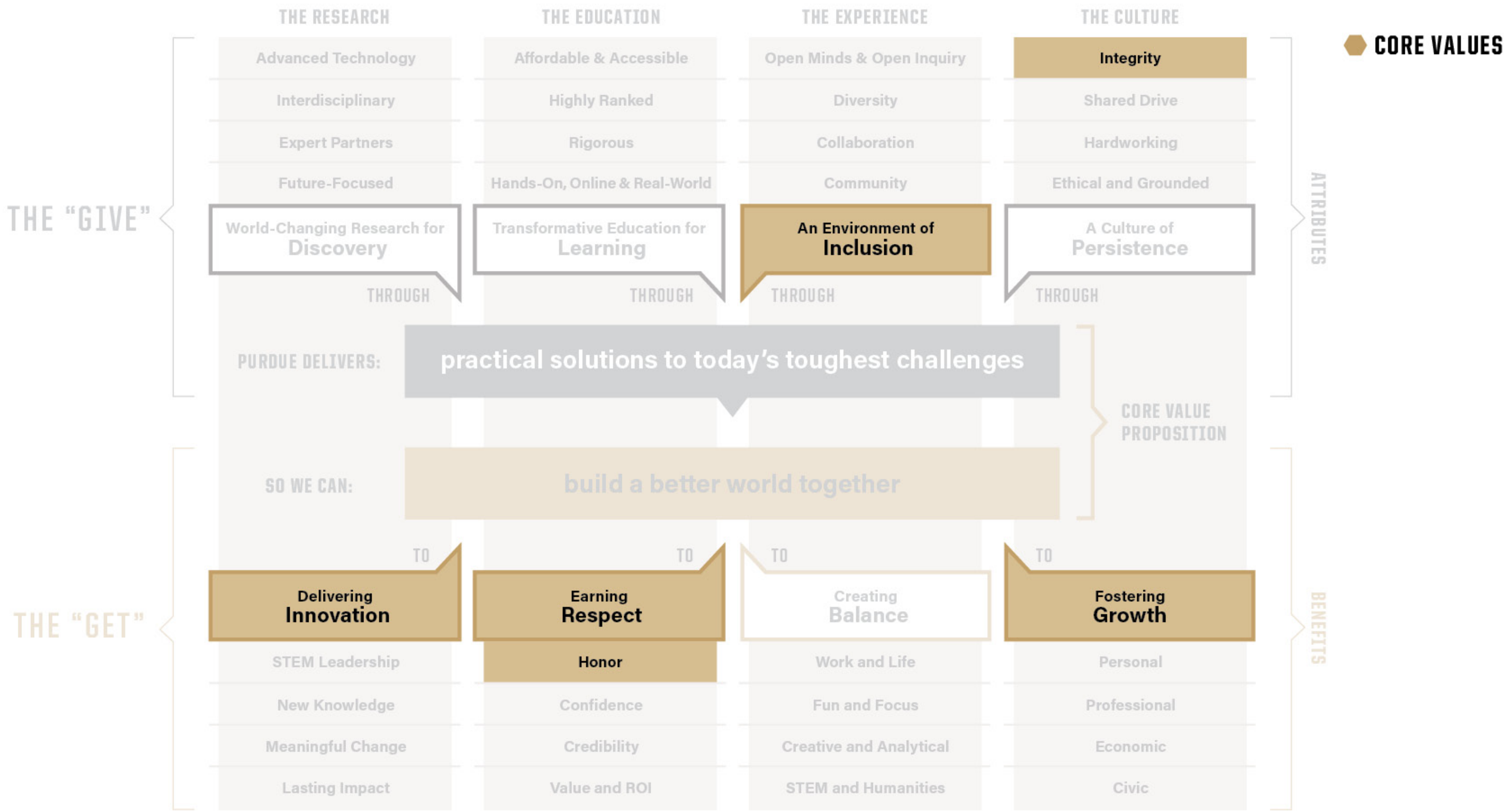
VALUE PROPOSITION



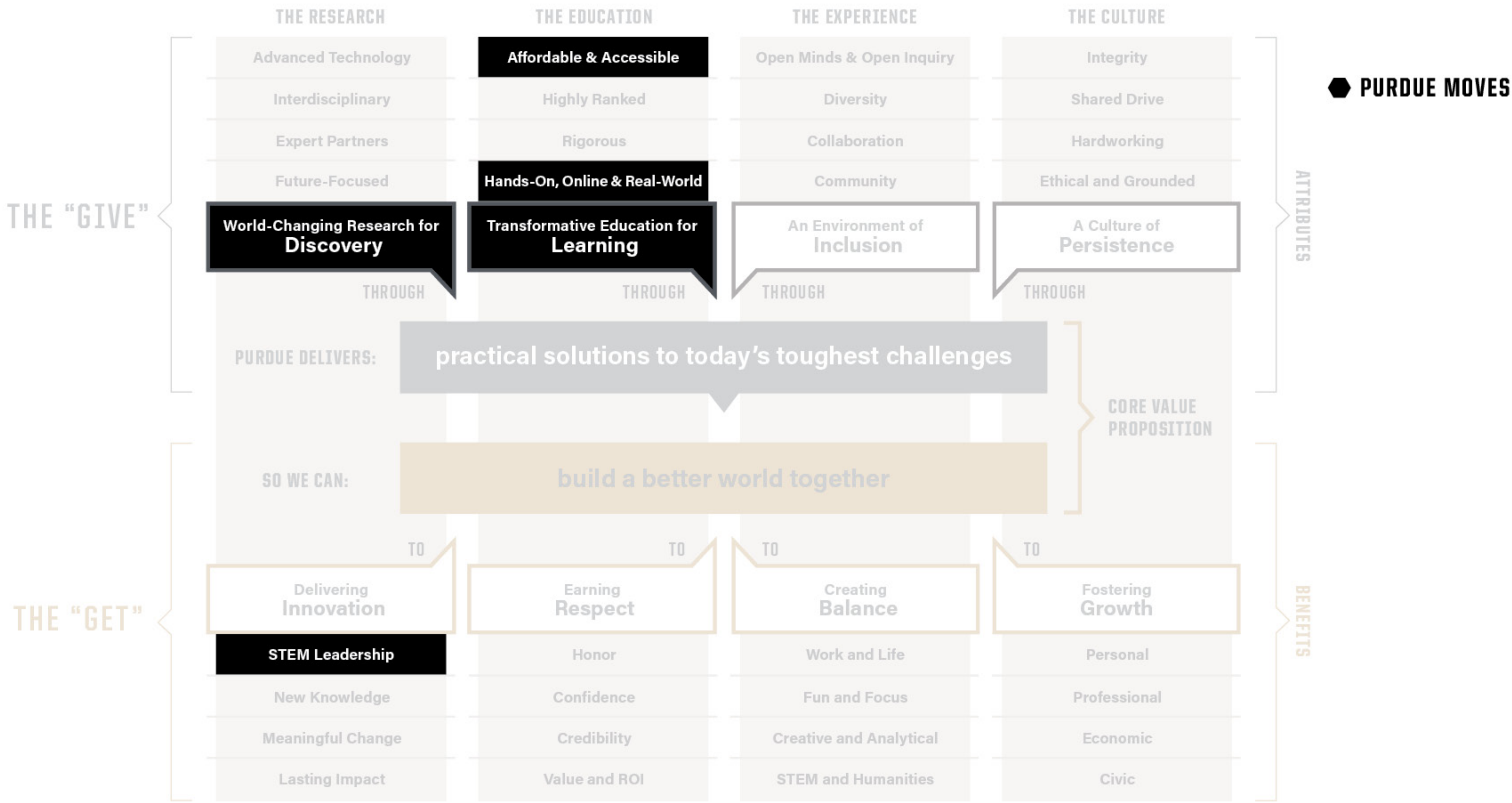
MESSAGING MAP



MESSAGING MAP



MESSAGING MAP



ALIGNMENT OF MESSAGING THEMES

Research Focused on Discovery to Deliver Innovation

- World-class thinking
 - Advanced technology and methods
 - Interdisciplinary approach
 - Land-grant mission
 - Powerful partnerships
 - Open and cooperative spaces
- New knowledge and possibilities
 - Future-focused applications
 - Enduring outcomes
 - **World-changing research**
 - Meaningful change
 - Broader impact

■ CORE VALUES

■ PURDUE MOVES

ALIGNMENT OF MESSAGING THEMES

Education That Fosters Learning and Earns Respect

- | | |
|--|--|
| <ul style="list-style-type: none">▪ Industry-leading excellence▪ STEM leadership▪ High-rankings▪ Transformative education▪ Rigorous, pragmatic focus▪ Range of degree options▪ Faculty mentorship▪ Real-world experiences | <ul style="list-style-type: none">▪ Value and ROI▪ Noticeable confidence▪ Recognized accomplishment▪ Transformative growth▪ Credibility▪ Consistent achievement |
|--|--|

◆ CORE VALUES

◆ PURDUE MOVES

ALIGNMENT OF MESSAGING THEMES

An Environment of Inclusion That Creates Balance

- Expansive opportunity
 - **Affordable and accessible**
 - Safe to explore
 - **Online education**
 - Diversity
 - More options and choices
 - Adaptable and nimble leaders
 - Well-roundedness
- **Honor**
 - Self-discovery
 - Broader awareness
 - Greater security
 - Validation and acceptance

◆ CORE VALUES

◆ PURDUE MOVES

ALIGNMENT OF MESSAGING THEMES

A Culture of Persistence That Fosters Growth

- Shared drive and persistence
 - Collaborative
 - Hard work
 - Deep care and devotion
 - Ethical and grounded
 - **Integrity**
 - Connections
 - Dedication to the journey
- Momentum
 - Responsible decisions and actions
 - Pride
 - Family and community

■ CORE VALUES

■ PURDUE MOVES

REASONS TO BELIEVE

At Purdue we have many proof points for each of our four message pillars. Here are some of the most important ones.

- 1 **World-Changing Research**
- 2 **Delivering Innovation**
- 3
 - #6 most innovative school in the U.S., #1 in both the Big Ten and the state of Indiana
- 4
 - #3 in the U.S., behind only Stanford and MIT, in producing new companies based on university-created intellectual property
 - #1 in the U.S. for technology transfer among public universities without a medical school
 - Home to two Nobel Prize winners: Professors Herbert C. Brown (1979) and Ei-ichi Negishi (2010)
 - Graduated 25 astronauts, the most for all nonmilitary universities, accounting for more than one-third of all U.S. human space flights
 - #9 undergraduate engineering program in the U.S., #5 among public universities

Refer to the latest Reasons to Believe document on the Brand Site for sources and other claims.

RTB will be tested to better-understand impact and prioritization by audience with results in April 2020.

REASONS TO BELIEVE

At Purdue we have many proof points for each of our four message pillars. Here are some of the most important ones.

1

Transformative Education

2

Earning **Respect**

3

- #8 public university in the U.S., #1 in the state of Indiana

4

- 59% of students graduate debt free, an increase of 13 percentage points since 2012
- 64% of graduating students earn a degree in a STEM field, an increase of 20 percentage points since 2012
- #8 for the most employable graduates in the U.S. among public universities and #1 in the state of Indiana
- #1 for highest starting salaries among Indiana public universities
- *Fortune* named President Mitch Daniels the #41 leader in the world (2015)

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At Purdue we have many proof points for each of our four message pillars. Here are some of the most important ones.

- 1
 - 2
 - 3
 - 4
- # An Environment of Inclusion
- ## Creating **Balance**
- Purdue ranks as the #30 best college for veterans, #1 in Indiana.
 - Since 2013, the number of under-represented minority students at Purdue University has increased by 21% as compared with the national average of less than 1%.
 - 135+ countries represented in the Purdue University student population (Fall 2019).
 - Purdue University is among only 10% of U.S. schools with an LGBTQ center.
 - Purdue offers the #5 Best Recreational and Athletic Facilities in the nation.
 - #12 safest campus in America, #1 in the Big Ten and the State of Indiana

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REASONS TO BELIEVE

At Purdue we have many proof points for each of our four message pillars. Here are some of the most important ones.

1

A Culture of Persistence Fostering Growth

2

3

4

- Purdue University ties for having the 6th most alumni serving as Fortune 500 CEOs, #1 for all universities in Indiana.
- 16 former Purdue quarterbacks have gone on to play in the National Football League, accumulating more starts and throwing more touchdown passes than those from any other school.
- Purdue University is home to the #1 Agricultural and Biological Engineering program for 9 consecutive years.
- Purdue University offers more than 400 study abroad opportunities in 60 countries.
- 16 drugs in clinical trials, with 56 more in the pipeline, placing Purdue among the top institutions in the U.S. for drug discovery

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BRAND PERSONALITY

A filter that guides our look, feel and tone of voice

HOW WE WANT PEOPLE TO THINK ABOUT PURDUE

Intentional

Focused, deliberate, serious, dedicated to process

Respected

Proven, valuable, credible, reliable, rigorous, a brand you can trust

Innovative

Intelligent, smart, insightful, a dot-connector



HOW WE WANT PEOPLE TO FEEL ABOUT PURDUE

Inclusive

A collaborative community, inviting, friendly, supportive, open minded, a family

Balanced

Confident but never arrogant, well-rounded, level-headed, smart but also human

Driven

Relentless, persistent, always leaning in

