

OUR AUDIENCES



FUTURE STUDENTS + FAMILIES

WHO ARE THEY?

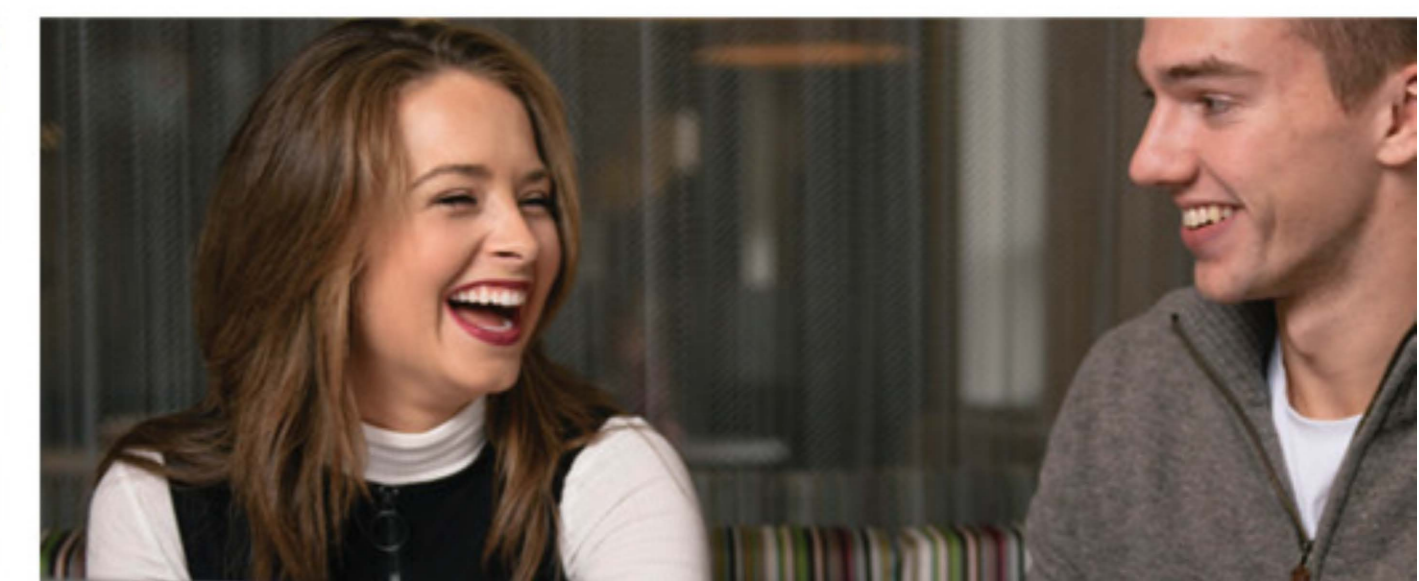
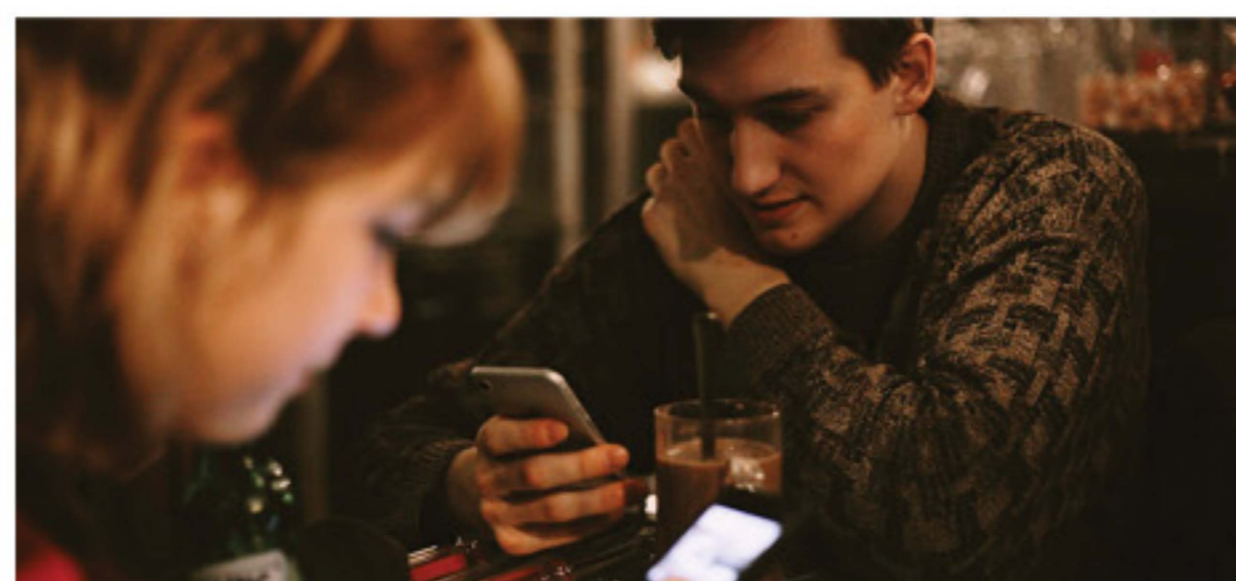
GEN Z
(Prospects)

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)

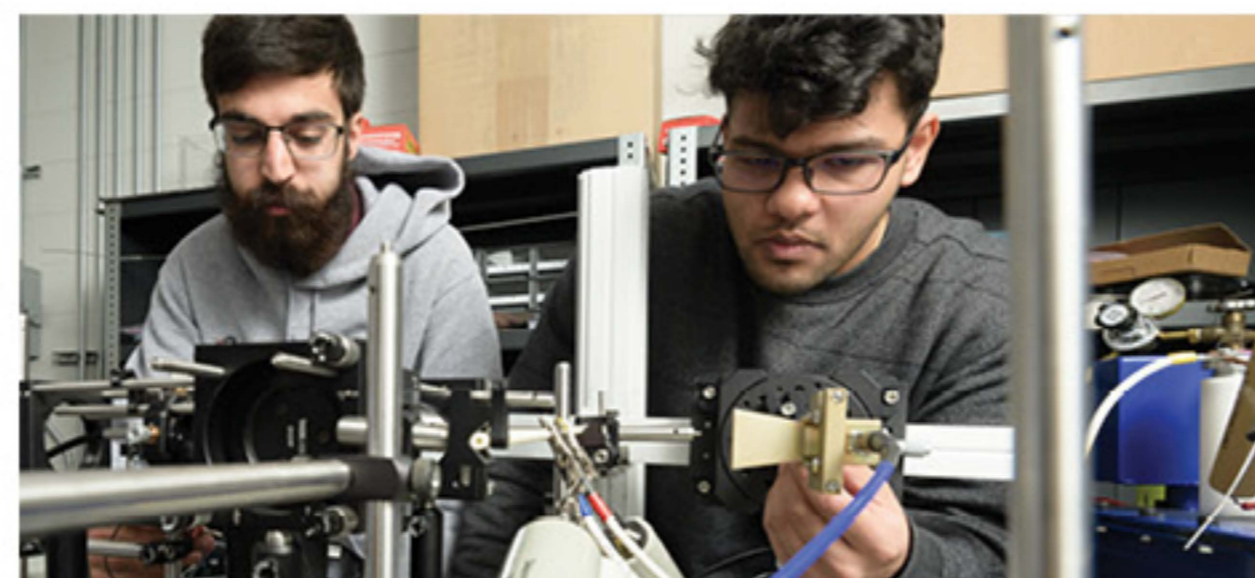
MILLENNIALS
(Grad Students)

BRAND DRIVERS

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



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

