AND OTHERS TOOK NOTICE. FOR THE SECOND YEAR IN A ROW, FAST COMPANY NAMED PURDUE A BRAND THAT MATTERS, ALONGSIDE SOME OF THE WORLD'S MOST INNOVATIVE COMPANIES — LINKEDIN, AMERICAN EXPRESS, NIKE AND MORE. ONCE AGAIN, WE WERE THE ONLY UNIVERSITY TO MAKE THE LIST AND ONE OF 13 BRANDS TO MAKE THE LIST FOR THE SECOND YEAR IN A ROW.

2022 WAS ALSO A YEAR OF CELEBRATING THE PORTFOLIO. WE WORKED TO AMPLIFY THE ENTIRE PURDUE BRAND, INCLUDING OUR FLAGSHIP WEST LAFAYETTE CAMPUS, PURDUE GLOBAL AND PURDUE POLYTECHNIC HIGH SCHOOLS.

AS WE POSITION, PROMOTE AND PROTECT THE PURDUE PORTFOLIO, THE UNIVERSITY CONTINUES EXPONENTIALLY ONWARD, ACHIEVING RECORD ENROLLMENT AND DEMAND — PAVING THE WAY FOR CONTINUED EXCELLENCE AT SCALE.
In 2022, we honed our strategy to focus on specific audience groups, meeting them where they are — on the channels where they spend their time and wherever they are in their journey at Purdue. This approach maximized our reach while increasing meaningful impressions among our target audiences.
Purdue University continues to create content that resonates with its key audiences across all platforms.

1.1M
total followers

4.6M
total engagements

34.8M
video views across all channels

4.4%
engagement rate

132.5%
beginning Aug. 1

After rolling Purdue Global social channels and strategy under Purdue MarCom in August, engagement across all channels soared.

890K
total listens
668%
yoY

TOP 2%
most popular show out of more than 3 million podcasts globally, ranked by Listen Note.

W3
Silver Award for General Series - Education Category

FINALIST
Signal Awards - Education Category and Listener's Choice

“THIS IS PURDUE” PODCAST

In 2022, “This Is Purdue” established itself on a global stage, gaining more listeners than ever before and continuing a cadence of top-tier guests.

The podcast hit #20 overall and #2 in education in December ’22 on Apple Podcast's Top Charts.

The top podcast episode of 2022 featured chemistry teacher alum Phil Cook.

132.5%
beginning Aug. 1

16K
total story views on “The Persistent Pursuit”

690K
followers

4.4%
engagement rate

18.5%
yoY due to efforts to drive organic engagement

Boiler Ambassadors prioritized peer-to-peer content, including the creation of a new YouTube channel that gained popularity with students in just three months.

45K
total YouTube views

784
hours of watch time

Watch the Videos

Watch the Videos

Boiler Ambassadors

Offical University Podcast

Purdue University

@LifeAtPurdue

Purdue University Global

@PurdueGlobal

BOILER AMBASSADORS

The top podcast episode of 2022 featured chemistry teacher alum Phil Cook.
2022 COMMERCIALS

0:15 “That’s My Small Step” spots

Targeting prospective students and their families, these short videos emphasize the breadth of what Purdue has to offer and allow us to leverage placements through streaming and other digital platforms.

“My Small Step Toward Spaceflight” Oct. ‘22
3.8M YouTube views 140K streaming impressions

0:30 “Sounds of Persistence” spots

This series established one-of-a-kind ads for our PSA allowance during sporting events that are grounded in persistence and told through audible sounds that spark emotion and build a story of hard work.

Aidan O’Connell Aug. ‘22
1.42M YouTube views 512K impressions

Raven Colvin Oct. ‘22
689K YouTube views 744K impressions

Mason Gillis Dec. ‘22
703K YouTube views 304K impressions

TOP-PERFORMING VIDEO OF ALL TIME
What Can You Imagine At Purdue?

Our “What Can You Imagine at Purdue?” portfolio ad uniquely encompasses Purdue’s full family of brands, showcasing how Purdue can touch every facet of an education journey.

The ad targets individuals who have no affinity for Purdue, building brand awareness from the ground up and impressing our Google partners with its ability to increase brand awareness from a baseline of 24.61% to over 34% (approx. 160,000 viewers).

Our partnership with Google allowed us to optimize our digital campaign strategy for the ad.

14.9M YouTube views 36.1K impressions 80% view duration (50% is industry standard; 70% is considered excellent) 433% more effective with our marketing spend

The ad aired during critical visibility moments, including commercials in the Macy’s Thanksgiving Day Parade, the Big Ten Championship and the Citrus Bowl. 29 days after airing, the “What Can You Imagine at Purdue?” portfolio ad replaced a 15-year-old video as the most-viewed video on the channel.
We saw big gains in watch time, engagement and overall brand awareness due to a restructured comprehensive paid strategy. This new approach was successfully launched using a video featuring Nigel Taylor and the National Pan-Hellenic Council. Based on information from previous campaigns, we were able to target individual segments of our audience, leading to more views and a longer view time.

**BIG GAINS ON YOUTUBE**

Nigel Taylor shares how the historically Black Alpha Phi Alpha Fraternity Inc. has been a true place of belonging for him on campus. *(Released Aug. '22)*

Inspired by our success with Nigel’s video, we embarked on an engaging, creative and strategic partnership with Google. Our strategic, digital and creative teams worked alongside Google leaders to learn and apply best practices to meet our goals.

**YouTube Views: Purdue vs. Our Competitors**

<table>
<thead>
<tr>
<th>Spoken Word</th>
<th>2:21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average view duration</td>
<td></td>
</tr>
<tr>
<td>1M</td>
<td></td>
</tr>
<tr>
<td>YouTube views</td>
<td></td>
</tr>
</tbody>
</table>

National Pan-Hellenic Council: Nigel's story
Nigel Taylor shares how the historically Black Alpha Phi Alpha Fraternity Inc. has been a true place of belonging for him on campus. *(Released Aug. '22)*

**Google**

Inspired by our success with Nigel’s video, we embarked on an engaging, creative and strategic partnership with Google. Our strategic, digital and creative teams worked alongside Google leaders to learn and apply best practices to meet our goals.

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purdue</strong></td>
<td>1.96M</td>
<td>27.9M</td>
</tr>
<tr>
<td><strong>Michigan</strong></td>
<td>630k</td>
<td>615k</td>
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<td><strong>Indiana</strong></td>
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<td>148k</td>
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<tr>
<td><strong>Ohio</strong></td>
<td>122k</td>
<td>152k</td>
</tr>
</tbody>
</table>

**Source:** Rival IQ, 2023

**$0.01**

Cost per view *(~$340K investment from Oct.-Dec. '22)*

**Average cost per view varies from $0.10-$0.30.**

**671K**

Total hours watched *(YTD)*

**28.3M**

Total YouTube views *(YTD)*

**1000%**

YoY growth

Inspired by our success with Nigel’s video, we embarked on an engaging, creative and strategic partnership with Google. Our strategic, digital and creative teams worked alongside Google leaders to learn and apply best practices to meet our goals.

6 out of the 10 all-time most popular videos on the Purdue YouTube channel are now from 2022 — outperforming 15 years of content.
EARNED MEDIA WINS

Purdue University once again earned its place on the global stage in 2022 with hundreds of headline-making stories.

197 major broadcast placements

2.7B views

10 campus media visits

ASSOCIATED PRESS VIDEO PARTNERSHIP

We built on our success from last year’s partnership with the Associated Press. Purdue leads all other universities using the AP Video Hub.

278.5M impressions/views

3,380 AP Video earned media placements

136 videos produced in 2022 (featuring experts from 10 colleges, Purdue Extension and Purdue Global)

CELEBRATING BRAND RECOGNITION

Our strategies and stories are driving ever-increasing levels of awareness, affinity and loyalty for Purdue.

Smart concrete from Purdue named a Next Big Thing in Tech by Fast Company magazine

Purdue ranked No. 4 most trusted public university in the U.S. by Morning Consult

National Student Clearinghouse Research Center Award for Outstanding AACRAO SEM Research Presentation

Finalist in 3 Content Marketing Award categories

Best Content Marketing Program in Education
Best Content Marketing Video Series
Best Interview or Profile
As Purdue’s chief storytellers, we tell stories that enchant our audiences, elevate key university initiatives and find the human truths that unite us as Boilermakers.

“The Persistent Pursuit” is the online hub for Purdue’s best stories, gaining **394,131 views** between **159 published stories** and **260,647 website visitors**. Additionally, some of our top stories had significant earned media reach thanks to a collaborative strategy between earned media pitching and storytelling, denoted with a 📰 on the following page.
SIGNATURE STORYTELLING MOMENTS
Our best stories further our most important goals.

Purdue is reimagining its business school to prepare business leaders for today’s technology-driven world and tomorrow’s unknowns. (Released Sept. ’22)

Purdue’s next big move: A new School of Business

110K page views
592K impressions
8,241 YouTube views

Read the Release
Watch the Video

Purdue Global commencement in West Lafayette
Purdue Global students walked the stage in Elliott Hall of Music. (Released Nov. ’22)

8,289 total page views
1.1M impressions
1.1M YouTube views
60K podcast listens

Read the Stories
Listen to the Podcast
Watch the Video

A tradition of opportunity
Purdue’s land-grant mission has paved the way for world-class learning, innovation and service. (Released Nov. ’22)

6,872 total page views
964K impressions
646K YouTube views

Read the Stories
Watch the Video

PERSISTENCE
Boilermakers never give up, no matter the obstacles in our way.

Eric Magallanes embodies persistence in the face of adversity. (Released Aug. ’22)

Relentlessly smiling Boilermaker wins 2022 Tyler Trent Award

6,817 page views
550K impressions
8,241 YouTube views

Read the Story
Watch the Video

Purdue baseball team hopes Intel partnership will help Boilermakers become ‘the fastest show on dirt’

5,724 page views
494K impressions
30K YouTube views

Read the Story
Watch the Video

FDA approves pioneering drug for ovarian cancer surgery
Purdue-developed imaging drug allows surgeons to find additional cancer lesions. (Released Nov. ’22)

3,318 total page views
535K impressions
115K YouTube views
24K podcast listens

Read the Story
Listen to the Podcast
Watch the Video

Denotes significant earned media impressions
COMMUNITY
Every day, we work together to build a better world.

‘This Is Purdue’ Episode 56: Boilermakers for Life: The Anthrop Family Legacy
The Anthop family shares how generations of Boilermaker pride have impacted their lives. (Released April ’22)

6,728 page views
951K impressions
22K podcast listens

Renovations modernize PMU dining level while celebrating Purdue’s history
Reimagined Purdue Memorial Union ground floor honors tradition and adds modern flair. (Released April ’22)

6,145 page views
648K impressions
12,268 YouTube views

Chance encounter reveals Purdue engineers’ remarkable connection
Cook Biotech President Umesh Patel’s discovery lives within Purdue engineering student Logan Noster. (Released June ’22)

5,290 page views
435K impressions
14K YouTube views

PRIDE
Boilermakers share their love for Purdue today and throughout history.

Building on a legacy through Purdue barns
Three Boilermaker barns showcase immense pride and honor their ties to Purdue and Indiana. (Released Nov. ’22)

37K total page views
1.1M impressions

Purdue’s long tradition at the Indianapolis 500
For over a century, Purdue University has been welcoming race fans back home again for the Indianapolis 500. (Released May ’22)

22K total page views
2.8M impressions
85K YouTube views
35K total podcast listens

Purdue pride is forever
Boilermakers with Purdue tattoos share the reasons why their Purdue pride runs more than skin deep. (Released July ’22)

16K total page views
444K impressions
Honoring a Decade

As former President Mitch Daniels’ decade at Purdue came to a close, the Boilermaker family joined in celebrating the last 10 years of innovation, accessibility and leadership from the beloved president.

MITCHFEST EVENTS

Purdue Marketing and Communications provided 107 assets, 796 photos and 33 hours of event video coverage for a series of three unique public events that honored President Daniels.

Nearly 10,000 Boilermakers gathered throughout the week to say goodbye.

Streetfest

Freedom of Inquiry and the Advancement of Knowledge Symposium

Presidential Lecture Series: A Conversation With George W. Bush

Watch the Video

“10 Years With President Mitch Daniels” Video

1.2M YouTube views in just 3 weeks

214K impressions
WHERE TO NEXT?

As we begin telling the next chapter in Purdue's story, we aim even higher, even further, even stronger and even bolder.

The stories of our small steps and giant leaps:
stories.purdue.edu

Our newly redesigned MarCom site better serves Purdue’s greater marketing community:
marcom.purdue.edu

@LifeAtPurdue