

CELEBRATING THE

# *NEXT GIANT LEAP*

THE PURDUE BRAND PORTFOLIO

2022 IMPACT REPORT



Marketing and Communications

# IN OUR PURSUIT TO TELL THE BEST STORIES OF PURDUE'S GIANT LEAPS IN 2022, WE WENT **BIGGER** **AND BOLDER THAN** **EVER BEFORE.**

## Chapter 1

### Bolstering Brand Reputation

## Chapter 2

### Telling Stories That Enchant

## Chapter 3

### Honoring a Decade

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.



| Chapter 1 |

# Bolstering Brand Reputation

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** ✓

@LifeAtPurdue

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

**↑18.5%**

YoY due to efforts to drive organic engagement



**Purdue University Global** ✓

@PurdueGlobal

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

**3.8M**

engagements across all channels

**↑132.5%**  
beginning Aug. 1

**16K**

total story views on "The Persistent Pursuit"

**690K**

followers

## "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.



**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



[Watch the Videos](#)

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

**115K** listens

## BOILER AMBASSADORS

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](#)

# 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.



Watch the Video

“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.



Watch the Video

Aidan O'Connell Aug. '22

**1.42M**

YouTube views

**512K**

impressions



Watch the Video

Raven Colvin Oct. '22

**689K**

YouTube views

**744K**

impressions



Watch the Video

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

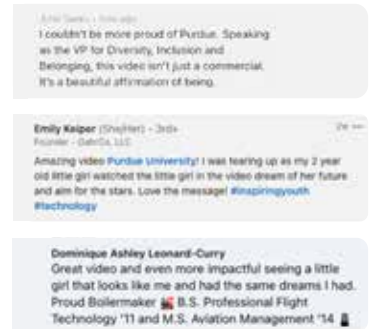
(50% is industry standard; 70% is considered excellent)

**433%**

more effective with our marketing spend



Watch the Video



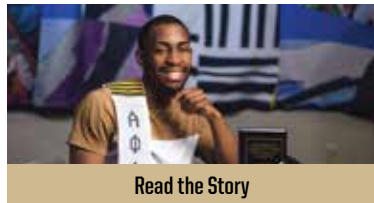
The ad aired during critical visibility moments, including commercials in the Macy’s Thanksgiving Day Parade, the Big Ten Championship and the Citrus Bowl.

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**.



# BIG GAINS ON YOUTUBE

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.



**2:21**  
average view duration

**1M**  
YouTube views

Watch the Video

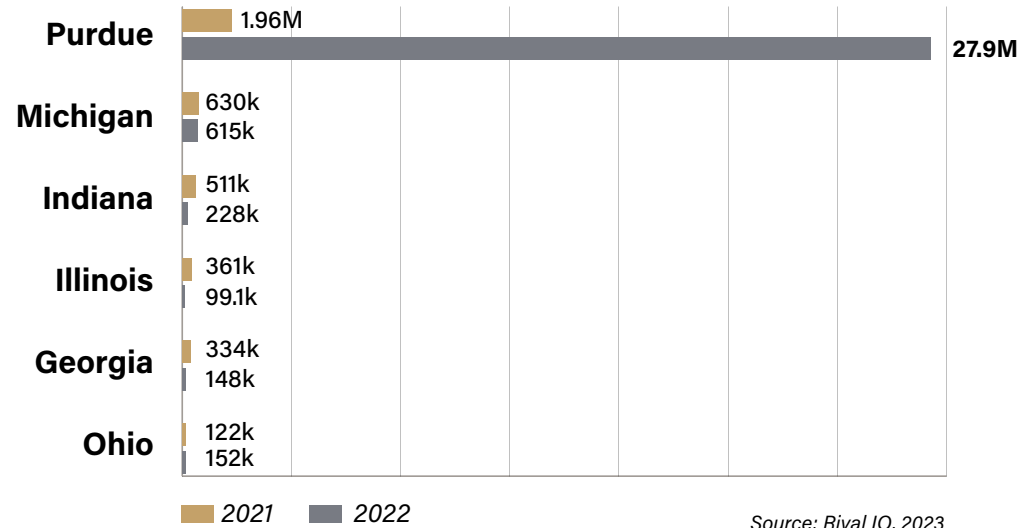
## National Pan-Hellenic Council: Nigel's story

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.

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

## YouTube Views: Purdue vs. Our Competitors



**\$0.01**  
cost per view (\$340K investment from Oct.-Dec. '22)  
Average cost per view varies from \$0.10-\$0.30.

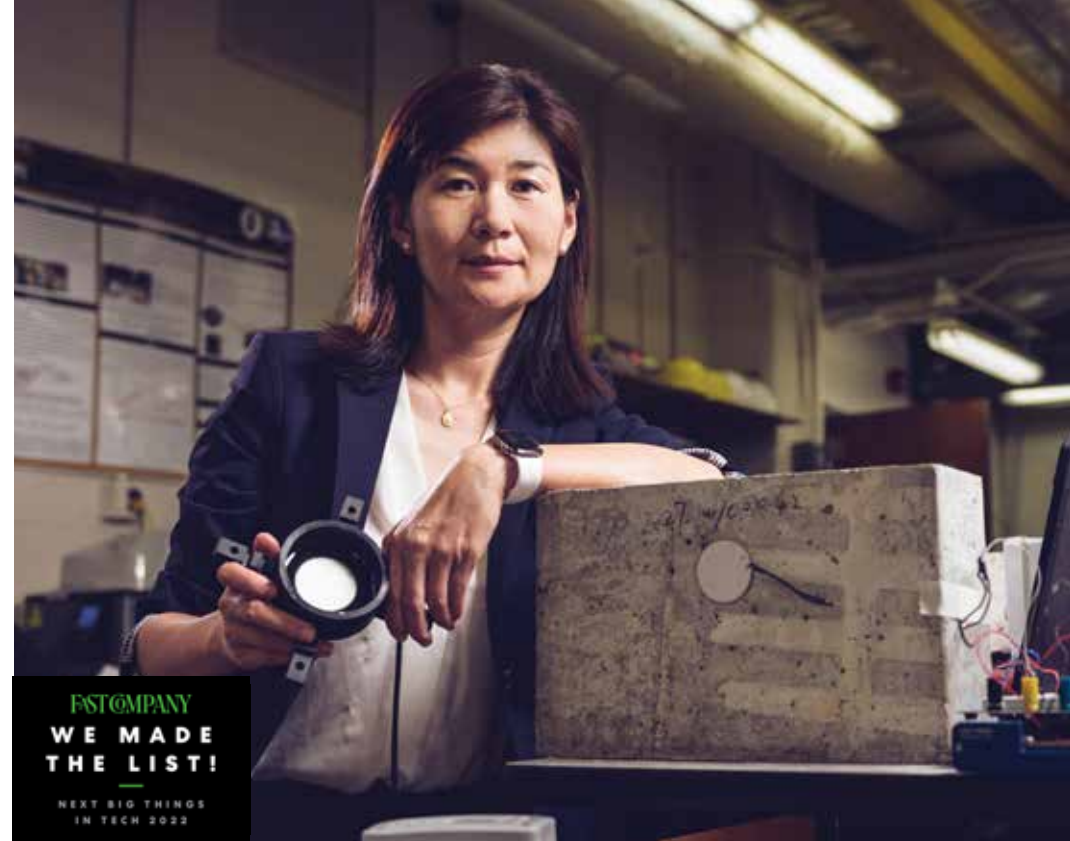
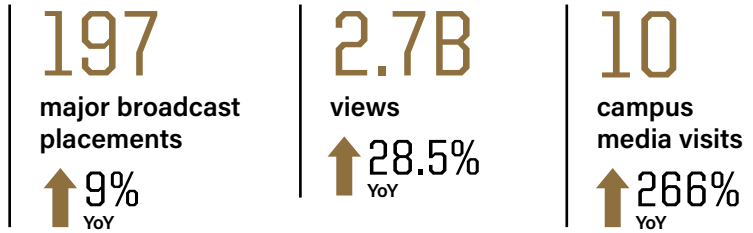
**28.3M**  
total YouTube views  
↑ 1000% YoY

**671K**  
total hours watched  
↑ 685% YoY



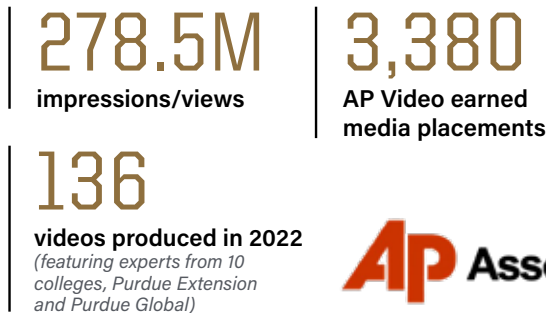
# EARNED MEDIA WINS

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



# 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.



# 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



## | Chapter 2 |

# Telling Stories That Enchant

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.



Read the Release

## Purdue's next big move: A new School of Business

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

110K  
page views

592K  
impressions

8,241  
YouTube views

Watch the Video



Read the Stories

## 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

Listen to the Podcast

Watch the Video



Read the Stories

## 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

Watch the Video

# PERSISTENCE

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



Read the Story

## Relentlessly smiling Boilermaker wins 2022 Tyler Trent Award

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

6,817  
page views

550K  
impressions

8,241  
YouTube views

Watch the Video



Read the Story

## Purdue baseball team hopes Intel partnership will help Boilermakers become 'the fastest show on dirt'

Purdue's baseball program is the first in the nation to partner with Intel to implement their innovative 3DAT human performance technology. *(Released Feb. '22)*

5,724  
page views

494K  
impressions

30K  
YouTube views

Watch the Video



Read the Story

## 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

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 Anthrop family shares how generations of Boilermaker pride have impacted their lives. (Released April '22)

6,728

page views

951K

impressions

22K

podcast listens

[Listen to the Podcast](#)



[Read the Story](#)

## 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

[Watch the Video](#)



[Read the Story](#)

## 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

[Watch the Video](#)

# PRIDE

Boilermakers share their love for Purdue today and throughout history.



[Read the Stories](#)

## 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



[Read the Stories](#)

## 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

[Listen to the Podcast](#)

[Watch the Video](#)



[Read the Stories](#)

## 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

## Chapter 3

# 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

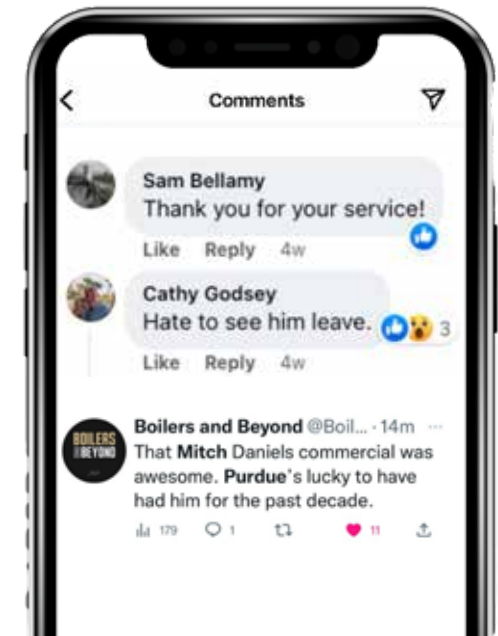
"10 Years With President Mitch Daniels" Video

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](https://stories.purdue.edu)

**Our newly redesigned MarCom site better serves  
Purdue's greater marketing community:**

[marcom.purdue.edu](https://marcom.purdue.edu)

     @LifeAtPurdue