

2023-24

Purdue Marketing and Communications

IMPACT REPORT



We are instigators. Boilermakers. Storytellers and strategic thinkers.

Our hard work led to giant leaps in 2023-24 — most innovative, most Googled, most Instagrammable. Billions of eyes on our content. Strategic partnerships with iconic brands like NASA, the Indianapolis Motor Speedway, NASCAR, AP, the BBC and more.

From the rebranded purdue.edu to energy-filled YouTube videos, 2023-24 was filled with powerful Purdue moments.

Pictured on the cover are Boiler Ambassadors — students who work with the MarCom team to strategically and creatively communicate the story of Purdue with current and prospective students.

CHAPTER 1

Giant Leaps

CHAPTER 2

Strategic Initiatives

CHAPTER 3

Storytelling

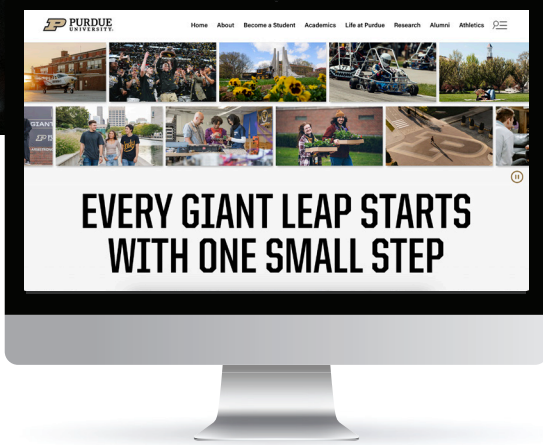
CHAPTER 1

Giant Leaps

In 2023-24 our content focused on Boilermaker strengths. The result? Our greatest reach to date. This chapter highlights record-setting performances across platforms.



A branded fall photo shoot of our new urban campus in Indianapolis featured students in lifestyle environments. Our spring photo shoot featured experiential education in labs and common spaces as well as lifestyle images on Mass Ave.



Purdue.edu

In September 2023 we launched eight redesigned high-priority, high-traffic pages and 10 supporting pages. This enhanced user experience, especially for prospective students. It also provided an analytics reset, giving us the ability to measure specific page actions and gain deeper insights.

62.6K+

visitors to the Become a Student page

82K+

first-year student actions: apply, find your major, tuition and financial aid

"This Is Purdue" Podcast

Every other week, "This Is Purdue" highlights exciting stories of innovative Boilermakers and is the only higher education podcast consistently ranking on Apple's Top Charts. This year, we debuted a new research series leaning into the innovative, world-changing work happening at Purdue.

2.2M+

podcast listens and YouTube views in FY24

No. 1

Apple Podcasts Top Charts in Education (March 2024)

w3 Gold Award

Best Education Podcast Series

Out of thousands of entries, "This Is Purdue" is one of only 20% to receive the Gold Award, ranking us alongside Netflix, Paramount, PwC and Pfizer.

Social Media

Purdue University continues to create content that resonates with its key audiences across all platforms. Events like the Purdue men's basketball Final Four/championship games and the Total Solar Eclipse Viewing Event attributed to huge social numbers, including our most watched [Instagram Reel](#) with over **1.2M views**.

160M+

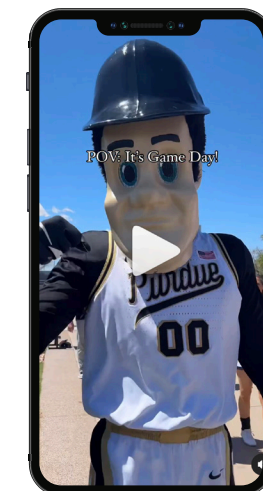
impressions
(+5% from FY23)

6M+

engagements
(+36% from FY23)

138K+

shares
(+68% from FY23)



YouTube

Key strategies this fiscal year included continuous optimization, retargeting to meet audiences where they are and an increased number of Shorts.

36M

channel views

539K

hours watch time

TOP THREE VIDEO VIEWS

AWARDS

A Brand That Matters

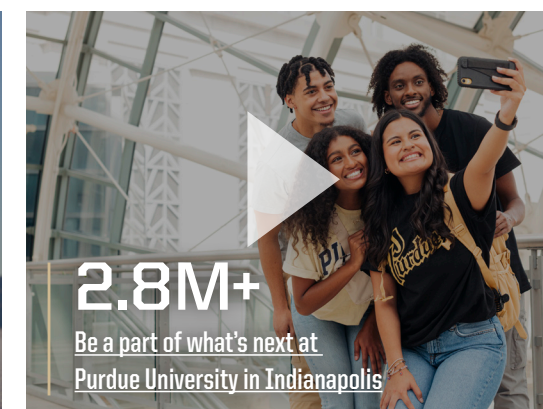
The only university on the list 2021, 2022, 2023
Fast Company, 2023

"What Can You Imagine at Purdue?"

Best Campaign for an Educational Institution
Content Marketing Award from PR Daily

"What Can You Imagine at Purdue?"

Best Motivational Video of 2023
Content Marketing Institute



Earned Media

Our team had a prominent role in shaping key placements in:



119K+
placements
(+26% year over year)

206B+
potential views

AP Video Project

We produced 143 videos featuring Purdue experts. These videos were placed in all 50 states and in 210 TV markets.

9.3K+
placements
(an 82% increase from FY23)

1.5B+
potential impressions

Record-Setting Investments and Grants

Through earned media, live social coverage and videos, we let the world know about two huge wins for Purdue: SK hynix Inc. investing close to \$4 billion to build an advanced packaging fabrication and R&D facility for AI products in the Purdue Research Park and Lilly Endowment Inc. approving grants totaling \$100 million to support two major Purdue University initiatives: the Mitchell E. Daniels, Jr. School of Business and Purdue Computes.

SK hynix announcement

2.8K+ impressions | **4B** potential views

Lilly Endowment announcement

3.2K+ impressions | **5.9B** potential views

TOP 5 PURDUE TOPICS BY AUDIENCE REACH

1 Jim Bullard and the Daniels business school

36B potential views | **20K+** placements

2 Semiconductor workforce development

16.6B potential views | **13.7K** placements

3 Andrew Whelton and water contamination

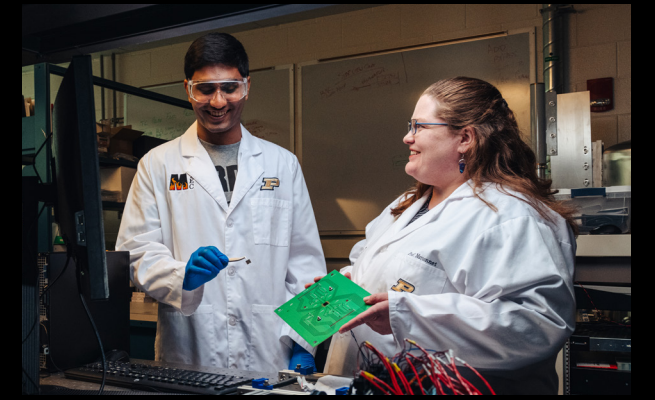
8.6B potential views | **5.1K+** placements

4 Purdue airport and the return of commercial flight

5.4B potential views | **6.1K+** placements

5 EV charging concrete

3.7B potential views | **3.5K+** placements



Institutional Spots

Whatever I Want

In 2022 we launched Purdue's first-ever portfolio spot, "What Can You Imagine at Purdue?" At 28M+ YouTube views, this commercial is Purdue's most successful spot of all time. We capitalized on an engaged audience to continue Imani's story in "Whatever I Want."

Cumulative paid campaign statistics

22M+
impressions

50%
view rate

10.6M+
views

41.8K+
clicks



All Hail Purdue!

Our 30-second PSA sparked emotion with phrases from our fight song, building a new rally cry for Boilermaker fans. Our cast came from every corner of Purdue, demonstrating breadth and showcasing some of our finest rankings and points of differentiation. The best part of this spot? When it's played at Ross-Ade Stadium or Mackey Arena, or even in Phoenix during the Final Four, the crowd knows every word and cheers it with such pride!

As TV ad time costs have skyrocketed and our strategy has pivoted to digital, this spot has become even more crucial with a 2-cent cost per view for a highly targeted audience.

96%
view duration for the
original 30-second spot

2.6M+
views

15.3K+
clicks

Estimated in-venue views

430K+
Ross-Ade Stadium

267K+
Mackey Arena

32K+
Holloway Gymnasium



CHAPTER 2

Strategic Initiatives

In 2023-24 we advanced the university forward by focusing on President Mung Chiang's strategic initiatives and priorities.

Commercial Flight

As one of President Chiang's key strategic priorities, in May 2024, commercial air travel returned to the Greater Lafayette area with 24 weekly round-trip flights between the Purdue University Airport (LAF) and Chicago's O'Hare International Airport (ORD).

We executed a **three-phase approach** to support this initiative: establish trust, increase awareness and drive ticket sales.

Purdue University Airport Website

We moved fast to design and build a brand-new site that showcased new photography, delivered key information and led visitors to purchase tickets.

March 15-April 30:

20.5K

"Book Your Flight" clicks

44.7K+

views

Social Media

72

cross-channel posts

1.7M

impressions

Earned Media

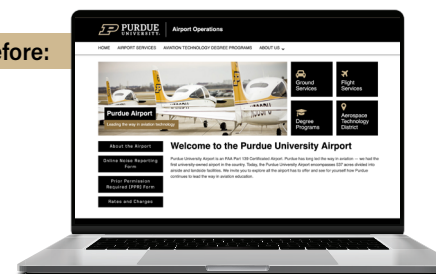
5.4K+

placements

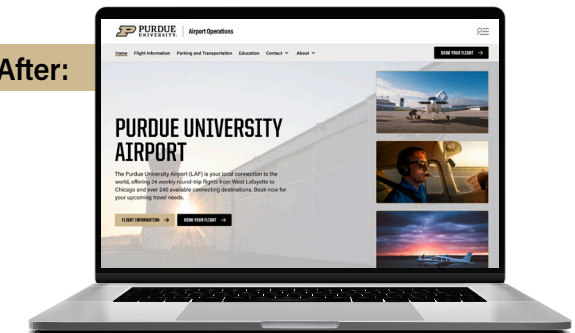
5.4B

potential views

Before:



After:



Commercial Flight

History of Flight

We celebrated **Purdue's storied history** in aviation, showing our legacy as a predominant flight institution and building trust and understanding as we promoted our commercial flight endeavors.

Interactive flight map

4K
views

We built a feature that brought Purdue's aviation history to life. Visitors can explore the path of Purdue aviators across the U.S.

Brittany Gallarneau

(BS professional flight '21) narrated the "Boilermakers in Flight" video

3.5K
views

Boilermakers in Flight video

277K+
views

Boilermakers have never been afraid to go first.

See how previous generations of Boilermaker aviators and innovators charted the course and learn where the university will take its next steps.

Amelia Earhart feature story

Our **Amelia Earhart feature story** was released to capitalize on national interest surrounding the potential discovery of the plane from Earhart's final flight, leading to an additional **427 earned media placements** with **1.2B potential views**.

6.5K+
views



Podcast Ep. 109: The Future of Purdue Airport's Commercial Flight Service and the History Behind Purdue Aviation, including this **YouTube Short trailer** previewing the episode with **660+** views.

9.1K+
YouTube views

2.4K+
listens

Announcing flights at Purdue University Airport 15-second video with graphics and voice-over announcing the benefits of flying out of LAF.

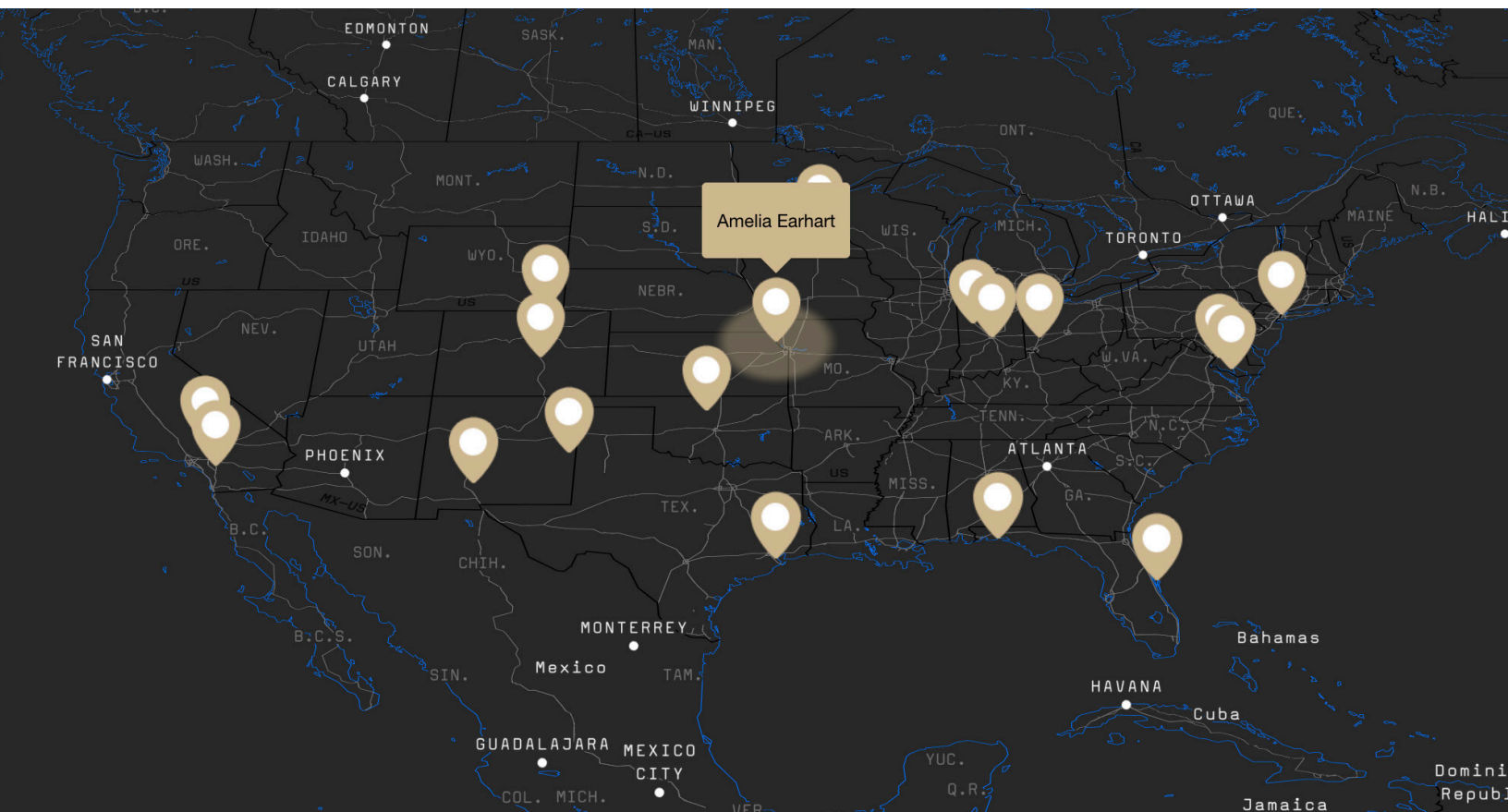
196K+
views

Billboards, Plane and Terminal Graphics

We created relevant wayfinding signage in the new terminal, distinctive airplane livery and billboards that stood out along I-65 to tell the world that LAF is Purdue's local connection to the world.

YOUR LOCAL CONNECTION
TO THE WORLD

Purdue University Airport **PLAN YOUR FLIGHT**



Purdue University in Indianapolis

Purdue University in Indianapolis is our next giant leap: an urban extension of our flagship campus bringing the academic rigor and accessible excellence we're known for to our capital city.

Paid Student Campaign

We approached this campaign with new platforms in our media mix. We optimized biweekly, which led to revised creative throughout the flight to best serve the goals of the campaign.

18M+
impressions delivered

53K
clicks to microsite

SEO campaign driving people who were searching for Purdue in Indianapolis, IUPUI or IUI to Purdue pages had a click-through rate of **15.63%**. Industry benchmark is 5%.

Earned Media

4.5K+
placements

8.9B
potential views

YouTube Vision Campaign

This video set the tone for our brand execution for Indy with a bold voice-over and visuals painting the story of what we imagine for Purdue in Indianapolis.

1M
views

69.2%
average view duration



Student Storytelling

Students from across all schools and colleges represented in Indy show how hands-on learning opportunities and industry partnerships are preparing them for the jobs of tomorrow.

Six YouTube Shorts with a combined 8K organic views

Seven stories on The Persistent Pursuit with a combined 7.2K+ organic views

800K+
social media impressions

62
cross-channel social posts

Indy Classic and Purdue Pete Takeover

To capitalize on Purdue men's basketball playing No. 1-ranked Arizona in the Purdue-sponsored Indy Classic Tournament, we had Purdue Pete "take over" our Indianapolis campus as a way for current students, staff and faculty to feel like they are a part of the Purdue family. This was some of our strongest performing Indy content.

4K+
YouTube views

18.3K+
Indy Classic attendance



Announcement and Signing Video

This recap video captures the excitement of the official signing event launching Purdue University in Indianapolis.

273K

views over eight months; included a digital campaign



USA Swimming LIVE Event

Purdue was the presenting sponsor of this outdoor fan fest for the USA Olympic Team Swimming Trials in Indianapolis, June 15-23. The event activation included a VR swim experience created by Purdue students and faculty in Indianapolis, Purdue-branded activations, IND airport column wraps and animated digital video, a topic page on the content hub housing all swim trials content, three stories on The Persistent Pursuit, two YouTube videos, social media storytelling, and more.

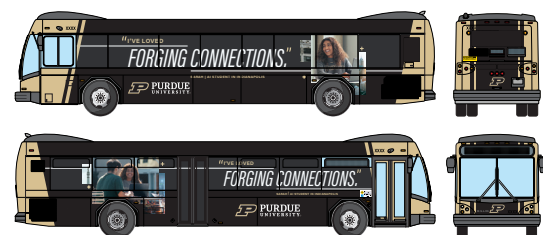
221M

impressions across earned, paid and social media
Cost per impression was \$0.001.



Out-of-Home Advertising

To promote the official start of Purdue in Indianapolis, we blanketed the Indy metro area with branded buses, bus shelters, billboards and a showstopper elevator wrap at the Fashion Mall at Keystone.



Earned Media

209M+
impressions

113+
placements

Key national placements: Yahoo, Associated Press, and Sports Business Journal

Key Indy placements: Inside INdiana Business, IBJ, Indy Star, WTHR, WXIN, and WIBC

Purdue innovation takes the lead at Olympic swimming pool project in Lucas Oil Stadium

17.6K+
views

One of the most viewed stories on The Persistent Pursuit



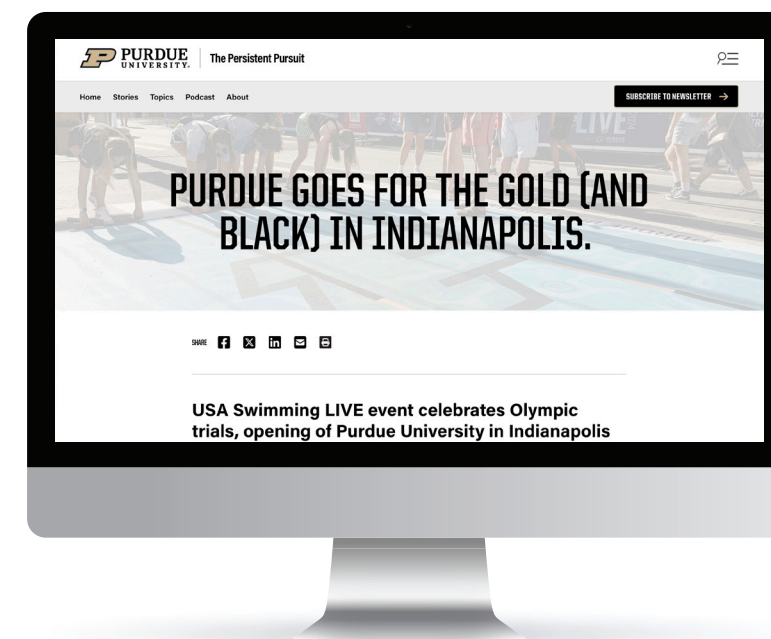
Paid Media

4.2M
impressions

effectively served across Indianapolis media, YouTube and airport

Event

285K+
fans in attendance across the nine days



Purdue Computes



CHIPS Support and Video

Purdue is essential in the United States' response to the semiconductor shortage crisis.

MarCom supported two events with photo and video coverage for a recap video. In addition, we helped campaign the event to drive attendance as well as write social media for live event coverage.

Earned Media

12K placements

17B+ potential impressions

Fast Company Semiconductor Panel

As a result of Purdue being named a "Brand That Matters" and a "Most Innovative Company," President Mung Chiang was invited to present with U.S. Secretary of Commerce Gina Raimondo on semiconductors at the Fast Company Innovation Festival. Held in New York City, this event convened top leadership in tech, design and marketing.

Website Refresh

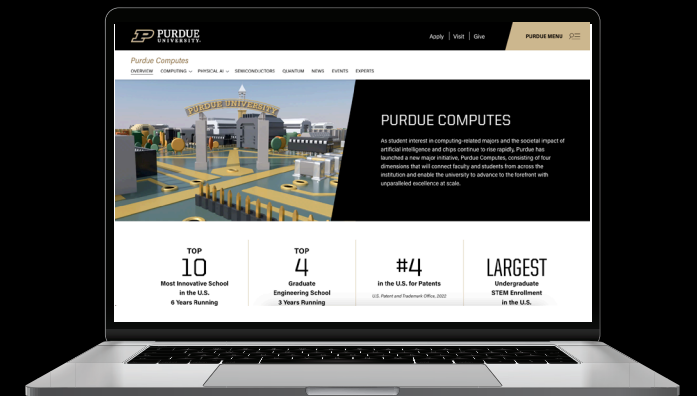
We created a web experience that generates interest around Purdue Computes. Organic search traffic continues to grow with a **260% increase** in monthly visits from July through April.

Animated video tying the campus Boilermakers love to semiconductors

25 cross-channel posts

650K impressions

25K engagements



STARS Content

Purdue leads the way in the semiconductor industry. We launched a new summer program to increase student interest. And we promoted this program with a long-form group piece and short individual student videos.

Purdue's STARS program: Training future semiconductor engineers and researchers

Purdue STARS: Xavier Williams

2.3K+ views

Seeing STARS

5.5K+ views



One Health

To support the One Health announcement, we launched two web projects: a **One Health** landing page and an update of the **Strategic Initiatives** website. Earned media for the announcement of the initiative and our partnership with Elanco yielded: A **3.5-minute explainer video** featuring President Mung Chiang, Executive Vice President for Research Karen Plaut, and Purdue Research Foundation Board Chair Mitch Daniels, as well as key supporters like Gov. Eric Holcomb, Elanco CEO Jeff Simmons and Sen. Todd Young, set the stage for the university and Heartland BioWorks to secure \$51M in federal funding.

84 media placements

96.5M potential views



CHAPTER 3

Storytelling

This year, storytelling was driven by our strengths in space and engineering and by key partnerships with organizations such as NASA, the Indianapolis Motor Speedway, NASCAR, SRX racing, the BBC and more. The love and pride that Boilermakers have for Purdue was also an area of emphasis.



Purdue professor **Andrew Whelton** is helping communities recover by addressing water systems damaged by wildfires. We partnered with BBC StoryWorks to share Andy's research and build brand affinity with a global audience.

Space

Our history as a leader in space exploration and discovery is both rich and robust. We have long held the distinction as the world's Cradle of Astronauts. The first person to walk on the moon, Neil Armstrong, and the most recent, Gene Cernan, called Purdue their alma mater. We wanted to celebrate this legacy and our promising future.

New Topic Page

A new multimedia-rich page on The Persistent Pursuit houses and promotes Purdue in Space and aeronautical- and astronautical-related storytelling.

3.4K+
visits

3.4K+
views

Leading Women Toward Space Careers

Purdue's one-of-a-kind program encourages women with STEM degrees to pursue careers in space.

New Website

Since the February 2024 relaunch, we have seen daily average increases in visits (58.9%), visitors (66.3%) and views (102.5%). Daily traffic from organic search has also increased 66.9%. The new site also provides a direct connection to strategic and relevant content, with 44% of homepage actions creating additional visibility for the Cradle of Astronauts video, Boilermakers in Space stories, Purdue News, the Total Solar Eclipse Event and "Boilers to Mars."

Hero Video

Leaning heavily into archival photos and footage, this video pays homage to our 27 Purdue astronauts.

883K+
views

Loral O'Hara

Astronaut Loral O'Hara is making her mark with her first mission to the International Space Station.

6K+
views





Boilermaker Pride

Boilermakers show their Purdue pride in big and small ways. We've created a [new Purdue Fan Pride topic page](#) on our website to showcase how Boilermakers express their enthusiasm for the Old Gold and Black.

Fan Caves

One of our most popular storytelling series this year, these stories drove people to our website and enlivened our social media channels with **1M+ impressions** and **103K+ engagements**.

World's largest Purdue collection

8.1K+
YouTube views

Each piece has a memorable story

5.1K+
YouTube views

Tyler Trent Award

Tyler Trent inspired the nation throughout his courageous battle with cancer. In his honor, donors established the Tyler Trent Courage and Resilience Award in 2018. This scholarship is awarded annually to an undergraduate student who has encountered serious physical or similarly daunting adversity in their pursuit of higher education.

Andrew Kinder
4.4K+
views

Purdue Love Stories

We did a user-generated content post on Valentine's Day that attributed to **200K+ impressions** and **54K+ engagements** on social.

In addition, we did a **60-year Boilermaker love story** that attributed to **360K+ impressions** and **83K+ engagements** on social.



Seasonal Campus Videos

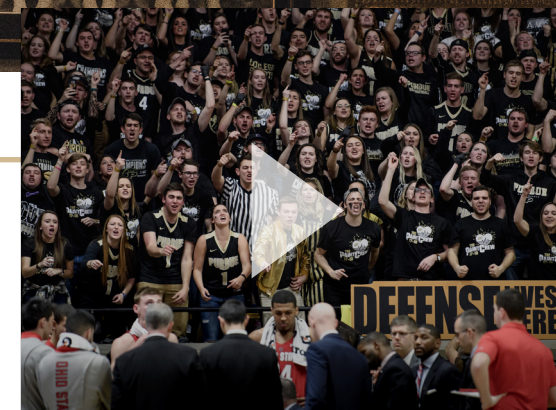
We wanted to share our campus throughout the year to show the changing seasons and active student life.

491K+
impressions

41.8K+
engagements

10.8K+
clicks

29K+
likes



Whose State? Our State.

This is our state. This is Boilermaker country. Home to Purdue University — Indiana's highest ranked, most innovative, best value school. This hype video was released during basketball season, immediately following our men's team's second victory over IU.

334K+
views

Holiday Traditions at Purdue

Boilermakers love their traditions, and this year we celebrated special milestones and family connections.

90 years of Christmas cheer

3K+
views

A special holiday tradition

2K+
views

Total Solar Eclipse Viewing Event



Purdue was the **presenting sponsor and exclusive higher education partner** for the Total Solar Eclipse Viewing Event at the world-renowned Indianapolis Motor Speedway. IMS hosted more than 50,000 people for an exciting day featuring Purdue experts, alumni, students and Pete. NASA staged a live broadcast of its eclipse coverage, and many national media outlets, including "Good Morning America," sent crews to IMS because of Purdue's deep bench of experts and astronauts and the ideal weather conditions.

Purdue Experts YouTube Series

Three Purdue University experts discuss various aspects of the eclipse, including what to expect, how to prepare and tips for watching.

5K
views

30-Second Commercial

We let Boilermakers — a professor, student and astronaut — be our heroes. Then we used these same people to do an educational series answering top eclipse questions. All of these leaned heavily into SEO and what people already wanted to find.

543K+
views

Earned Media

3B+
total impressions

2.3K+
total media placements

Interviews with every major national broadcast outlet in the country.

The largest single-event earned media performance in Purdue history.

Landing Page

A web experience was designed and built to promote the event, showcase other Purdue space-related content and prioritize a "buy tickets" call to action.

46K
views

11.6K+
page actions

More than half of the page actions were clicks on the "buy tickets" call to action.

"This Is Purdue"

For the first time ever, five members of Purdue's Cradle of Astronauts came together for a live podcast panel.

41K+
views

3.4K+
listens

Social Media

21.6M
total impressions

11.7%
engagement on owned channel
(98% increase from FY24 average)

34
posts day of

700K+
impressions day of

88K+
engagements day of

Sprinklr: live sentiment tracking on social media; **95%** of social mentions were of positive or neutral sentiment.

SRX Racing Stewart-Haas

SRX Racing Partnership

We teamed up with the Superstar Racing Experience (SRX) and drivers Tony Kanaan and Helio Castroneves to highlight the university's new urban campus in Indianapolis and the only ABET-accredited undergraduate motorsports engineering program in the country.

Across all six races and two commercials, we received over 2.5M views on ESPN.

YouTube

4.4M
impressions

1.4M
views

Social Media

2.6M+
impressions

2.8K+
shares

75K+
engagements

SRX Racing — Stewart-Haas NASCAR Partnership

We partnered with Stewart-Haas Racing and driver Ryan Preece in the Verizon 200 at the Brickyard to continue to introduce Purdue University in Indianapolis.

Race averaged
2.8M+
viewers on NBC

The iconic Boilermaker gold and black adorned Preece's Ford Mustang, with Purdue University in Indianapolis serving as the No. 41 car's primary sponsor at the Indianapolis Motor Speedway, one of the most prestigious annual stops on the NASCAR Cup Series calendar.

Earned Media

62
placements

40M+
potential views



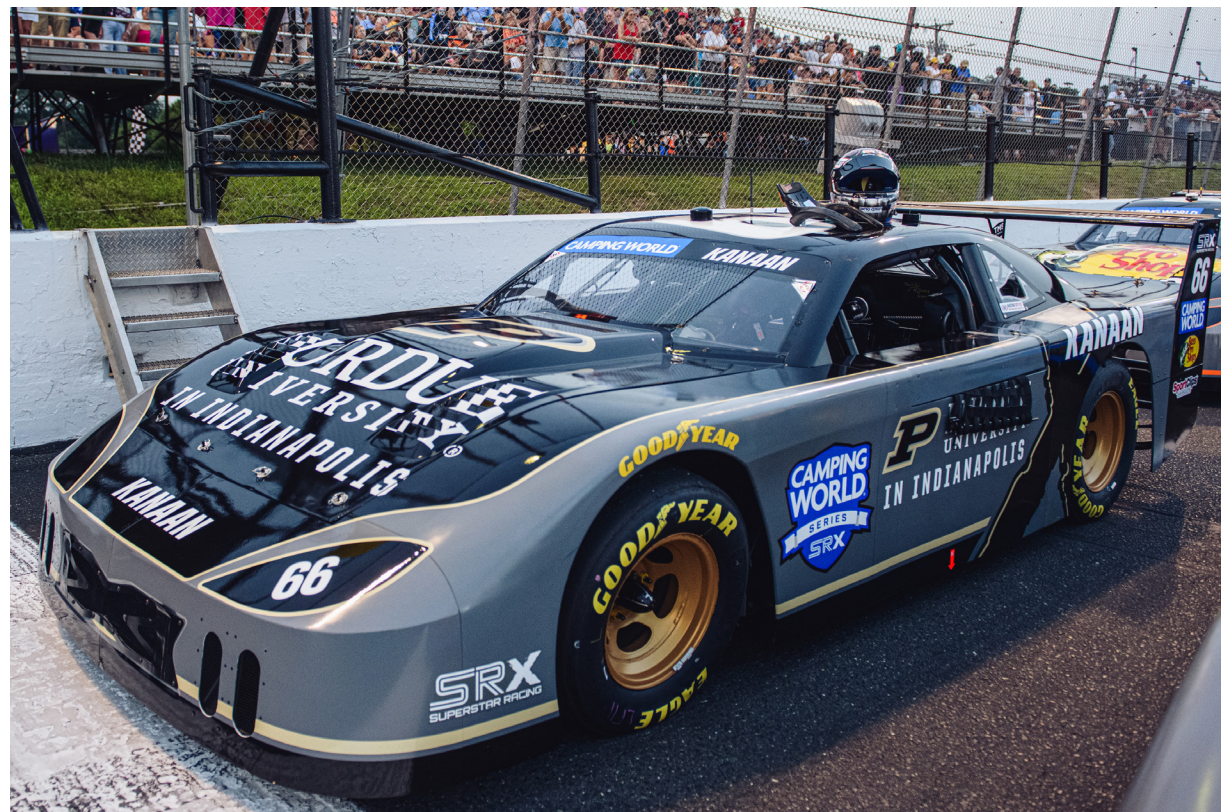
Tony Kanaan



Helio Castroneves



Ryan Preece



Campus Resources

As the university's chief storytellers, we drive inspiration, growth and prosperity. We empower our campus partners to do the same with assets and resources they need to create content that's on brand, in voice and consistently compelling.

Purdue.edu Templates

We created a toolkit that empowers campus partners to use the new theme. It includes templates, content blocks, technical guidance and mock-up examples.

Scouting Locations Guide

We created a reference sheet and a location scouting guide for planning projects that include videography or photography.

Branded Photo Shoots

This year we refreshed our photo library with four branded shoots: spring and fall in Indianapolis and spring and fall in West Lafayette.

Content Packages

Each content package contains ready-to-use assets including links, digital and printable materials, strategy tips, and suggested social post language.

Purdue Communicators Council

The PCC creates a larger community for campus communicators and makes available initiatives, updates, tools and tips through monthly meetings and newsletters.

Purdue Today

The university's email newsletter is sent to 26K+ Boilermakers. It highlights the latest Purdue news and celebrates achievements.

202
issues

128K+
unique clicks



BOILERS TO **MARS**

COMING FALL 2024

WHAT WILL IT TAKE TO GO FIRST?

Get a sneak peek at BoilerstoMars.com.

Stay updated on our work:

   @PurdueUniversity

   @LifeAtPurdue

stories.purdue.edu