



IMPACT



2024

REPORT



2025



PURDUE
UNIVERSITY®

Brand Studio



AGENCY IN THE WORLD

PURDUE BRAND STUDIO

MUSE, 2025

For Purdue Brand Studio, 2024-25 was a year of stepping into our full creative potential.

Rebranding from Purdue Marketing and Communications to Purdue Brand Studio wasn't just a name change — it was a shift in mindset, giving us the clarity and confidence to pursue every giant leap as Purdue's full-service internal marketing agency. It affirmed the strength of what we had already built and positioned us alongside the best in brand-driven marketing — not just in higher education, but across industries.

With a focus on storytelling and igniting excitement in our audiences, we turned strategic ideas into stories, and stories into moments that moved people. We showed up where our audiences were, across every platform and touchpoint — continuing to build a brand that feels as innovative as the university it represents.

CHAPTER 1

Giant Leaps

It starts with one bold, audacious idea — followed by another and another. This was a year of doing things that hadn't been done before, of launching work that expanded the voice, presence and pride of Purdue. Every initiative was a step toward something greater, a giant leap in action.

CHAPTER 1

Giant Leaps

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CHAPTER 2

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Storytelling

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AWARDS

A BRAND THAT MATTERS THE ONLY UNIVERSITY ON THE LIST

2021 | 2022 | 2023 | 2024

Fast Company, 2024

#5

MOST GOOGLED PUBLIC UNIVERSITY

Essay Grader AI, 2025

#1

MOST RECOGNIZED PUBLIC UNIVERSITY IN THE U.S.

American Caldwell, 2025

#6

AGENCY IN THE WORLD PURDUE BRAND STUDIO

MUSE, 2025

Standing shoulder to shoulder alongside firms serving Nike, Porsche and PepsiCo, Purdue Brand Studio ranked No. 6 globally in the MUSE Creative Awards — the only university agency on the list. This proves what we already know:

OUR WORK COMPETES WITH THE BEST.

PURDUE NEWS

Launched in tandem in August 2024, the new Purdue News website and Purdue News Weekly email work together to inform Purdue's internal and external audiences.

Purdue News Website Redesign

We rebuilt and redesigned the Purdue News website using audience research, audits and data analysis to create a best-in-class online newsroom experience. The light, bright and clean interface supports frequent updates, easy navigation and newsletter subscriptions.

1.9M+

overall site visits

1.3M+

overall site visitors



Purdue News Weekly Email

The Purdue News Weekly email connects over 79,000 Boilermakers with the university's top stories, student life features, event information and more.

26

issues in FY25

59,339

unique clicks

41%

open rate

6

issues in FY25

86K+

subscribers

48%

open rate on email notification

In May 2025, we launched the Purdue News Weekly LinkedIn newsletter to expand our reach and connect our LinkedIn audience with top stories, campus life features, event updates and more.

Purdue Today

Purdue Today is the university's email newsletter for over 27,000 Boilermakers. It highlights the latest news and employment-related information and celebrates the university's greatest achievements.

168

issues in FY25

68%

open rate

244,611

unique clicks

Purdue News Now

Purdue News Now is a one-minute, weekly video update on top news and stories.

49

videos in FY25

15K+

views on YouTube, plus screens across campus



The innovative spirit of everyday Purdue students and faculty inspired us to look beyond traditional higher ed marketing approaches to create something that had never been done in our industry — a short film. “Boilers to Mars” shows what’s possible with an education centered on innovation and persistence.

14M+

views across all trailers and versions

3.1M+

views on YouTube

14K+

subscribers earned

47%

average viewership (benchmark of 30%)



“We expect that when mankind goes to Mars, a Boilermaker will be in the lead.”

Social Media

2M+

total impressions

128K+

total engagements

16.1%

engagement rate on LinkedIn

7.4%

engagement rate (4% cross-channel goal)

Web Experience

BoilerstoMars.com brought the campaign to life beyond video — featuring merch, stories and email sign-ups in a dynamic web experience that deepened engagement and extended the impact beyond YouTube.

71.8K+

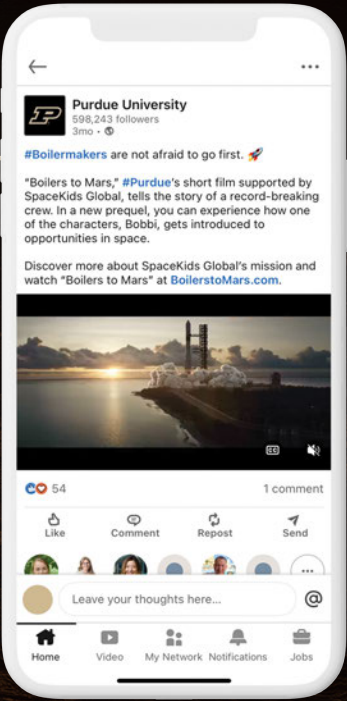
visits

60.7K+

visitors

30.1K+

page actions



'IN OUR STEM ERA' MAKERSPACE

Capitalizing on the momentum of Taylor Swift's Eras Tour in Indianapolis, Purdue launched a free, three-day experience in a 25,000-square-foot space near the concert venue. Designed to spark curiosity in young girls and first-time visitors, the immersive experience connected STEM to music, fashion and beauty through themed "eras."

In partnership with e.l.f. Cosmetics, the event brought STEM to life in an unexpected, unforgettable way for thousands of young concertgoers and their families.

Web Experience

InOurSTEMEra.com served as the digital hub for the campaign — sharing event details, video content, stories and merchandise in an engaging web experience that invited deeper connection and exploration.

25.7K+ visits

1.6K+ page actions

22.8K+ visitors

Watch the recap:



10K+ guests

4.21M+ 100% people reached across owned and earned social media channels positive social sentiment

Earned Media

54 placements 292M potential views



SXSW ACTIVATION

Purdue sponsored Fast Company's FastCo Grill at SXSW — marking our first activation at the global innovation festival and a soft launch for the enterprise campaign.

- President Mung Chiang joined Fast Company leaders for a panel on Purdue's impact in pharma and innovation — also featured as a "This Is Purdue" podcast episode.
- CMOs Kelly Hiller (Purdue) and Kory Marchisotto (e.l.f. Beauty) shared insights on cultural resonance, brand partnerships and the power of showing up in character.

As a four-time Brands That Matter honoree, Purdue used SXSW to reach new audiences, spark big conversations and "market the marketing" on a national stage.



'This Is Purdue' SXSW Panel Podcast

The Fast Company panel episode at SXSW featuring President Mung Chiang was "This Is Purdue's" most-listened-to episode in April 2025.

8.4K+ 15K+ podcast downloads podcast listens in April 2025

53K+ 88.1% 10 views across six YouTube videos average percentage viewed for the episode trailer new subscribers to the podcast

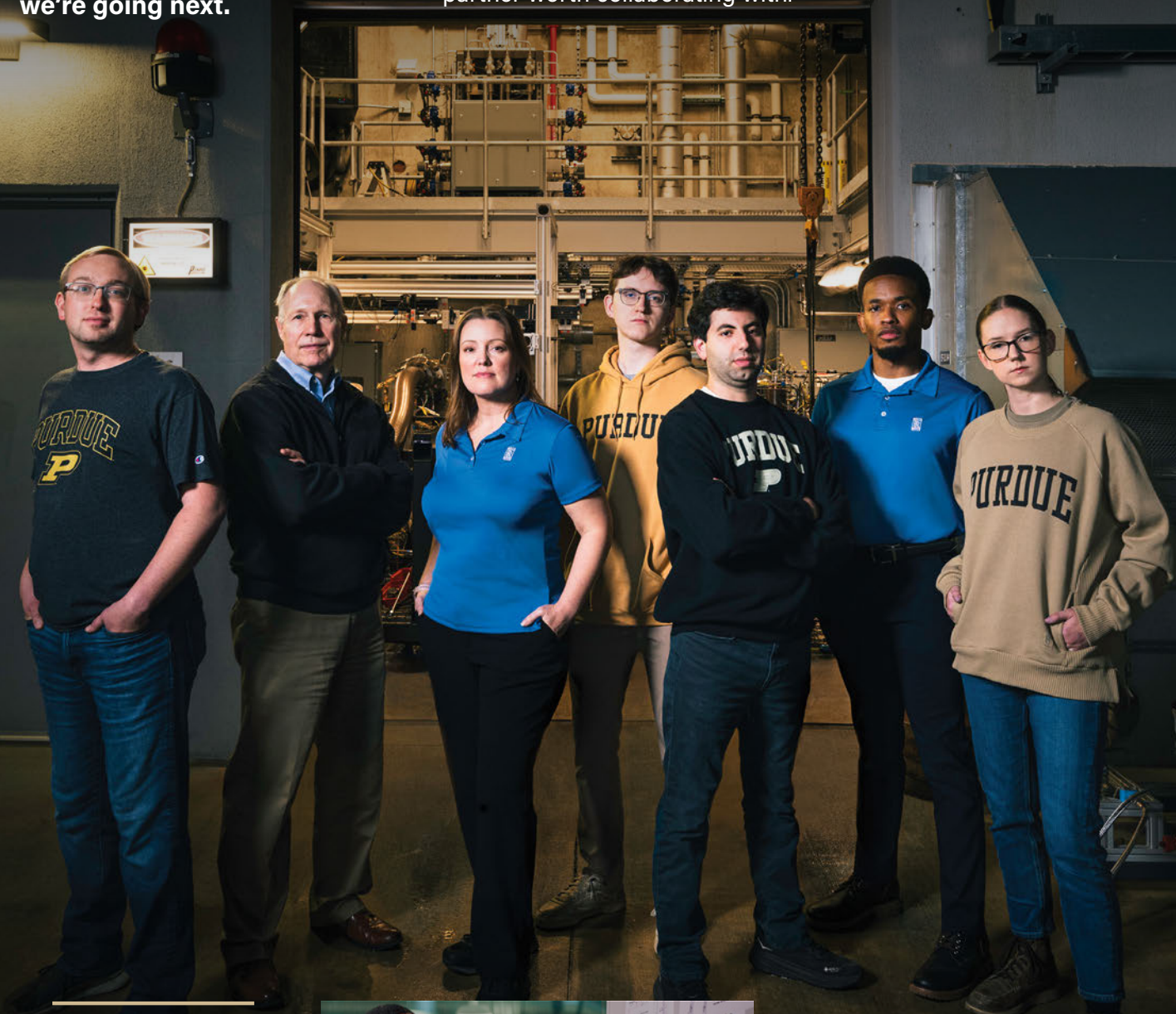


ENTERPRISE CAMPAIGN

Launched in Q3, our enterprise campaign explains the “why” behind our strategic initiatives — highlighting where we are now and where we’re going next.

Tested with 350+ corporate leaders and R1 peers, the campaign positions Purdue as a home for innovators solving real-world challenges — and as a partner worth collaborating with.

We spotlighted key partnerships with Eli Lilly and Company, Rolls-Royce and Wabash, while inviting new collaborators to take their next giant leap with us.



12M+
YouTube views

140+
total qualified leads



61K+ engaged web visitors

61M+ paid impressions

6K+ actions taken on landing pages (clicks, video views, etc.)

‘THIS IS PURDUE’ PODCAST

Our award-winning podcast, “This Is Purdue,” continues to grow in both reach and recognition — earning multiple industry honors in 2025. With a new studio and expanded formats, the podcast is doubling down on its strategic direction: elevating the voices of Boilermakers whose ideas, expertise and impact position Purdue as a global thought leader. Every guest is carefully chosen to strengthen our reputation and connect with audiences around the world.

10K+
YouTube subscribers
(up 423% from FY24)

4.7M+
podcast listens and YouTube views (up 117% from FY24)



‘THIS IS PURDUE’ AWARDS

COMMUNICATOR AWARDS
AWARD OF EXCELLENCE

Education Series

Astronaut panel episode from the 2024 Total Solar Eclipse event

Jay Gephart episode

RANKED MONTHLY
on Apple Podcasts top charts in the education category

WEBBY AWARD NOMINEE
BEST LIVE PODCAST RECORDING

Astronaut panel episode from the 2024 Total Solar Eclipse event

PURDUE.EDU UPDATES

We elevated Purdue’s digital front door with bold design updates and new content that better showcases our academic strengths and systemwide growth. The redesigned site made it easier for visitors to explore, engage and connect with Purdue.

This work helped power a major milestone: Purdue was named the No. 1 most-recognized public university in the U.S. and No. 6 overall in the world in the 2025 Global University Visibility rankings — where website traffic played a key role.

12.9M

website visitors

#1 MOST RECOGNIZED PUBLIC UNIVERSITY IN THE U.S.

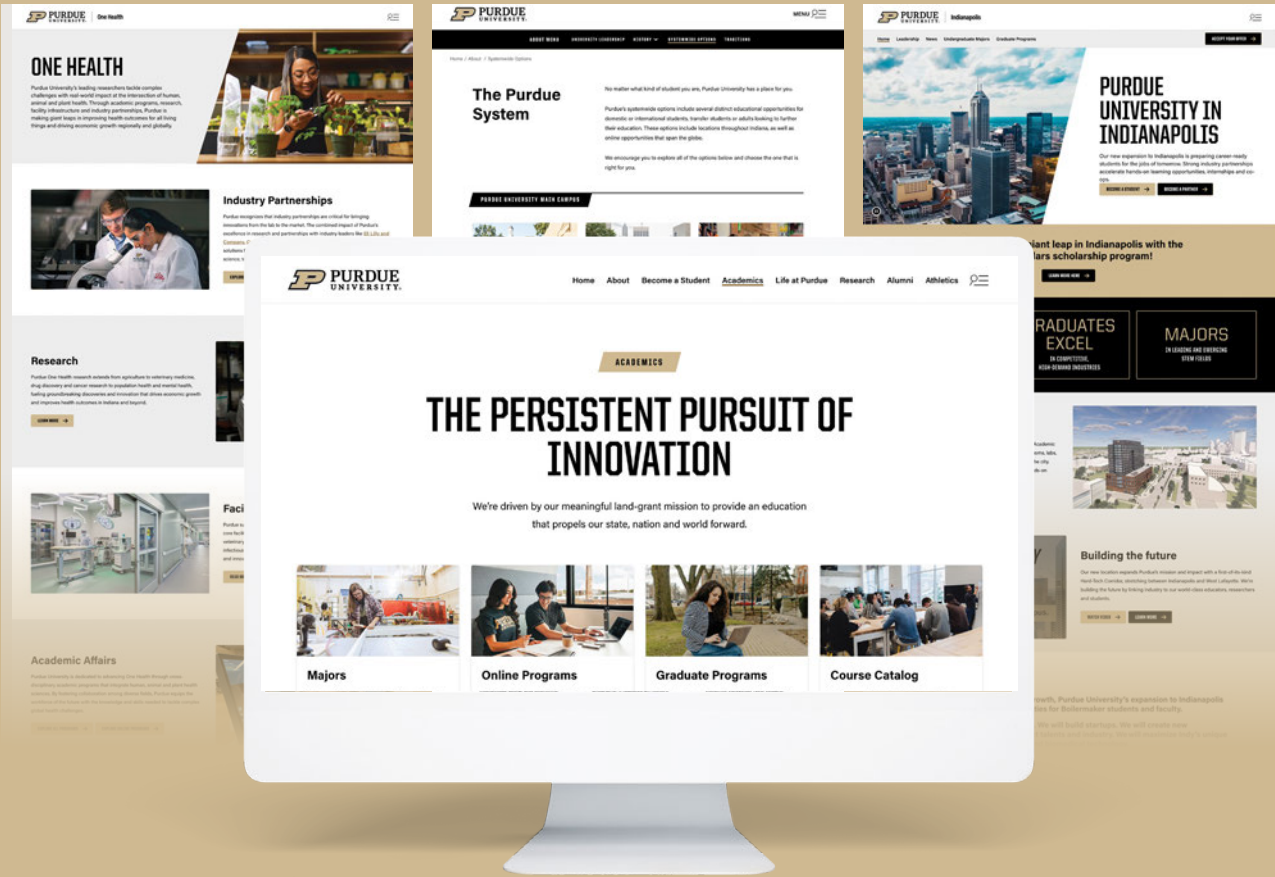
American Caldwell, 2025

Updated pages include:

One Health
6.4K
views

Systemwide Options
26.8K+
views

Purdue University in Indianapolis
334.2K+
views



Academics

326.7K+
page actions

371.3K+
views

30K+
sitewide "Accept Your Offer" clicks

SOCIAL MEDIA

This year, we saw strong growth in social media audience size and engagement — proof that our content is resonating more deeply than ever.

By leaning into high-energy Boilermaker moments like commencement, decision day and major athletic events, we drove a noticeable increase in shares, particularly on Instagram.

1.3M+

followers cross-channel
(up 10% from FY24)

7%
engagement rate
(up 5.3% from FY24)

78.6K+
Instagram shares
(up 4.9% from FY24)

YouTube

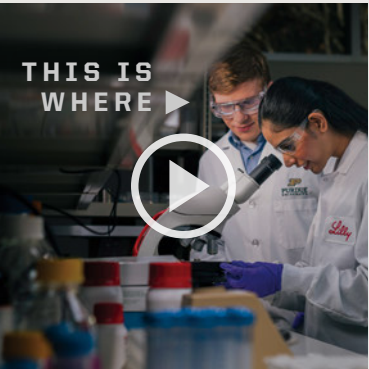
YouTube remains a key platform for our audiences. That's why we prioritized it for paid media, leveraging its reach, targeting precision and engagement power to drive both awareness and action.

We ran campaigns to launch the Purdue Enterprise and Daniels School of Business brands, promote "Boilers to Mars," recruit for Purdue in Indianapolis and grow our subscriber base.

900%
more clicks YOY

18.8K+
subscribers earned from paid media

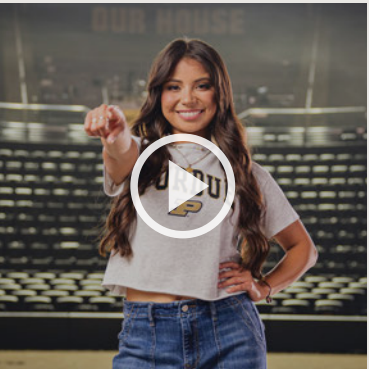
Top-Performing YouTube Content



Enterprise Campaign
all video content
37.4M+
views



"Boilers to Mars"
all video content
14M
views



All Hail Purdue!
all video content
1.7M+
views

EARNED MEDIA

Purdue played a prominent role in shaping high-impact media coverage across major outlets. Our thought leadership and timely storytelling helped position us at the center of key conversations — amplifying awareness and reinforcing our reputation of innovation and impact.

126K+ 213B
placements (up 6% from FY24) potential views

Earned Media Growth in Washington, D.C.

Targeted efforts in Washington, D.C., led to a rise in earned media across a market critical to Purdue's national impact — especially in areas like semiconductors, research and innovation policy.

1.6K+ 4B
placements potential impressions

AP Video

We produced 121 expert-driven videos this year, featuring faculty from every Purdue college and school. Distributed through the Associated Press, many were picked up by national and international news outlets — connecting Purdue insights to timely stories on food prices, space, public health and more, and reinforcing our credibility, relevance and global reach.

Placements in
50 states
210 U.S. TV markets
10K+ placements (up 10% from FY24)
8.25% of all FY25 Purdue earned media placements were from AP videos



TOP 5 EARNED MEDIA STORIES IN FY25

1 Consumer Food Insights Report and ag econ trends
8K+ 12.8B
placements potential views
Featured in: The Washington Post The New York Times B B C

2 Space discovery (Mars rover, astronomy, space travel, cislunar space)
6.9K+ 21B
placements potential views
Featured in: Ap Associated Press The Weather Channel PBSO NEWS HOUR USA TODAY CNN

3 Daniels School of Business
6.6K+ 10.4B
placements potential views
Featured in: Bloomberg CNBC FOX BUSINESS The New York Times

4 Semiconductor workforce development
4.6K+ 8B
placements potential views
Featured in: Bloomberg NBC NEWS POLITICO Ap Associated Press

5 Purdue in Indianapolis
2.9K+ 11.1B
placements potential views
Featured in: AXIOS motorsport.com FOX 59 WRTV abc INDIANAPOLIS IndyStar.

PURDUE X SUNNIE PARTNERSHIP

Purdue is the official university partner of Sunnie, a new media brand created by Hello Sunshine and Reese Witherspoon to inspire Gen Z girls and young women. Together we're creating content, curriculum and real-world experiences that spark curiosity and expand access to STEM.

This prominent partnership aligns with Purdue's mission to lead in innovation and supports the goal to become the most desirable STEM destination for young women.

We saw a successful launch week at the end of FY25:

1.35B

overall impressions

171+

earned placements around the world, including key national media outlets (Adweek, Forbes, Fast Company)

1.1B

earned impressions

2.5M

total social media reach

100%

positive or neutral sentiment



PURDUE BRAND STUDIO RETAIL

This year, we expanded our retail efforts with custom merchandise tied to major moments of Boilermaker spirit and pride. Our strategy served two purposes: offsetting activation costs for high-profile partnerships and capitalizing on audience excitement to drive engagement and generate royalty revenue for Purdue.



PURDUE GLOBAL

Purdue Global implemented many successful initiatives during FY25, which were all rooted in three strategic pillars: growth, student success and innovation.

Our partnerships with Guild and Team USA and social media influencers, in addition to awards, brand lift successes and experimentation with applications of data learnings, had significant impact on this year's successes with prospective students considering Purdue Global — notably, +47% increase in total web visits.

Overall Performance

607B

total YouTube views across all videos (with a 33% increase in organic views)

1.1M+

searches of "Purdue Global" or "Purdue University Global" on Google

18.6M+

engaged website visits

6B+

total paid impressions

Social Media

In FY25, we focused on increasing engagement by incorporating more user-generated content, spotlighting our partnerships with Team USA and Guild, and strengthening connections with our existing audience.

8.1%

engagement rate (up 65.9% YOY)

189,311

post link clicks (up 72.5% YOY)

279,122

engagements (up 18.6% YOY)

358.6K+

organic video views, excluding YouTube

Earned Media

3.9K+

earned media placements (up 73.5% YOY)

5.03B

potential impressions (up 101.2% YOY)

The full Purdue Global FY25 Impact Report will be available on purdueglobal.edu Sept. 2025.



PURDUE GLOBAL STORYTELLING

This year, we unified Purdue Global’s content strategy to focus on real stories of growth, career pivots and workforce impact. By sharing both short- and long-form content across platforms, we’re attracting prospective students, building community and reinforcing Purdue Global’s role in career transformation.



Team USA X Guild Partnership

Purdue Global was named the preferred online university and degree provider for the Guild and Team USA Learning Network — a five-year partnership supporting current and former Team USA athletes with flexible, tuition-free education.

In 2024–25, Purdue Global partnered with four standout athletes across sports like wheelchair basketball, luge, judo and fencing — showcasing the power of education to fuel what’s next.

85M+ 6%
total YouTube views engagement rate on LinkedIn and Instagram

Rose Hollermann Feature

Paralympian Rose Hollermann was one of the first athletes to enroll at Purdue Global through the Guild and Team USA Learning Network. During the lead-up to the 2024 Olympics, she participated in a national satellite media tour, with interviews airing across 22 outlets — including Scripps, NBC Sports and WGN/Nexstar.

1K+ 95M
media placements impressions



Military Surprise

Military and veteran students make up one-third of the Purdue Global community. At Spring 2025 Commencement, graduate Sebrina Hill was brought to tears when her son, Blane — who was stationed overseas with the Army — surprised her after saying he couldn’t attend. The emotional reunion became a standout storytelling moment celebrating the strength and sacrifice of our military families.

196 495M
media placements potential views
6.8% 3.4K+
social media engagement rate engagements

Featured in:



Purdue Global Law School and Indiana Bar

In 2025 Purdue Global Law School graduates were eligible to take the Indiana bar exam for the first time, thanks to a new licensure opportunity approved by the Indiana Supreme Court. All five graduates who sat for the exam passed on their first try and were admitted in May.

This 100% pass rate highlights the program’s quality and growing impact, with 78 Indiana residents currently enrolled — many from rural and underserved communities.

185M 40
potential views earned media placements

Featured in:



Strategic Initiatives

Momentum builds when brand and mission move together. As Purdue sharpened its focus on key priorities for 2024-25 — from expanding in Indianapolis to launching transformational academic initiatives — our work followed with purpose, persistence and precision. Each effort helped turn university initiatives into something people could see, feel and believe in.



PURDUE UNIVERSITY IN INDIANAPOLIS

We kicked off the first full academic year of Purdue University in Indianapolis with energy and momentum — starting with the Boilermaker Block Party on July 1.

Our first phases of recruitment drove strong application numbers, and our messaging highlighted the unique advantages of the Indianapolis experience: a vibrant urban setting, deep connections with corporate partners and the full strength of a Purdue degree.



Earned Media

3K placements 5.7B potential impressions

Featured in:



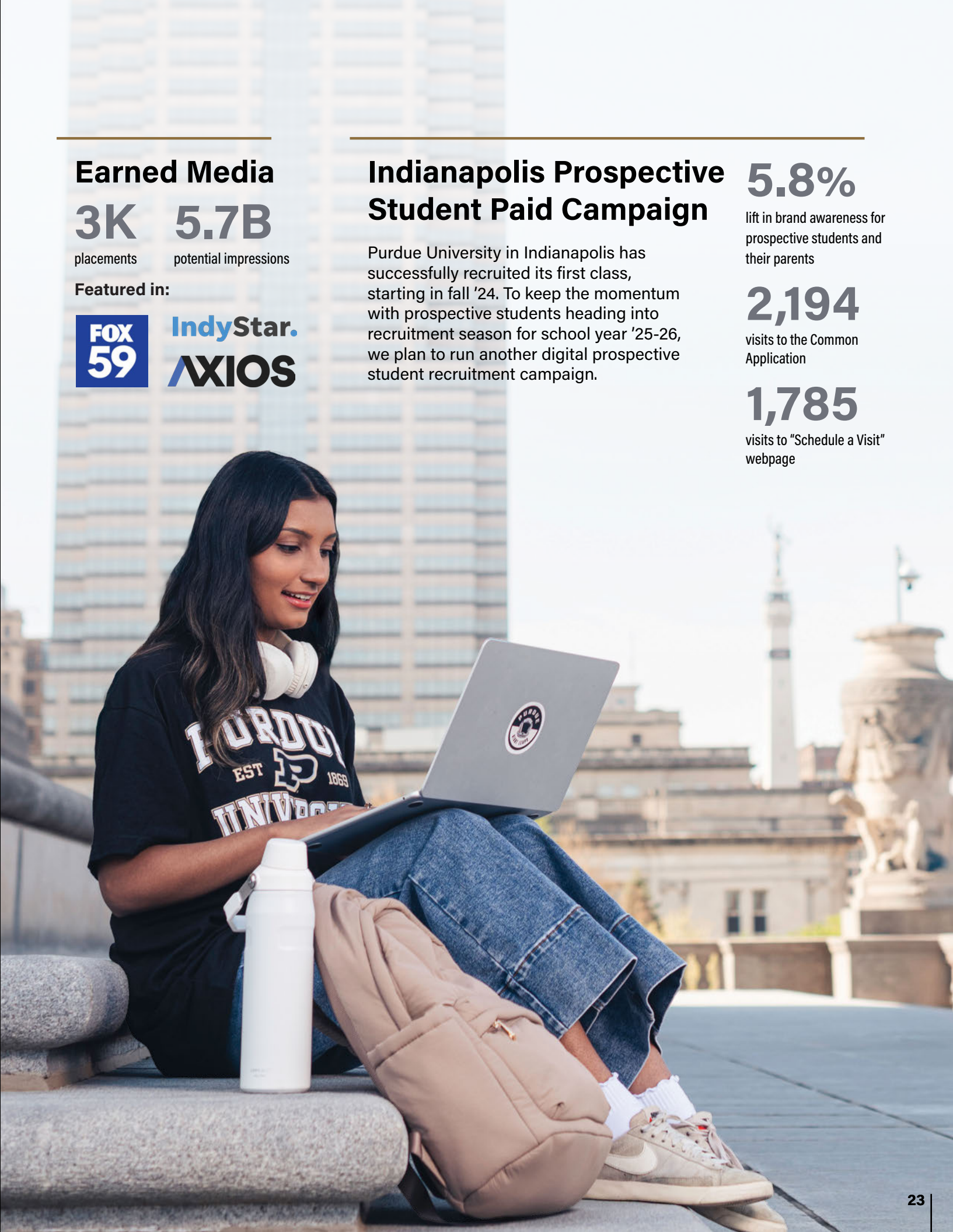
Indianapolis Prospective Student Paid Campaign

Purdue University in Indianapolis has successfully recruited its first class, starting in fall '24. To keep the momentum with prospective students heading into recruitment season for school year '25-26, we plan to run another digital prospective student recruitment campaign.

5.8% lift in brand awareness for prospective students and their parents

2,194 visits to the Common Application

1,785 visits to "Schedule a Visit" webpage



Environmental Branding

To make sure students in Indianapolis feel Boilermaker pride from day one, we focused on both storytelling and placemaking. Paid media and video content emphasized the campus's location and industry access paired with bold visuals that brought Purdue's presence to life across the city.

We immersed Indianapolis in Purdue branding, including:

- Banners on street poles and throughout campus buildings
- Custom wraps for the Campus Connect shuttle and city buses
- Branded installations in the admissions office, presentation room and Innovation Hall makerspace
- Bus shelter ads and interior bus cards
- Environmental graphics in the Indianapolis team store
- Signage at North Hall, the Engineering & Technology building and the Motorsports Engineering trailer
- Boiler Park branding and signage across campus
- A large banner installation at The LUX on Capitol apartments



This year, we launched targeted campaigns aimed at business and academic influencers featuring display ads, video spots, podcast placements and dedicated landing pages to drive partnership opportunities.

We also kicked off a high-impact reputational campaign with placements in The Wall Street Journal, Apple News, paid search and more — amplifying the school's visibility on national platforms.

Earned Media
8.5K placements
13B potential impressions

Daniels School of Business Recruitment Campaign

We launched a targeted paid campaign to boost the Daniels School's national reputation, focusing on awareness and prestige. Our team handled brand reputation efforts, while the Daniels School handled programmatic marketing, which supported recruitment and alumni engagement.

59% view rate overall (benchmark: 55%)
8.4% search engine marketing click-through rate overall (benchmark 5%)



PURDUE COMPUTES

We developed a localized brand guide and strategic content to support the growing momentum of Purdue Computes.

In July, NBC News visited campus to profile the STARS program, showcasing Purdue’s leadership in semiconductor workforce development. We also supported Purdue’s presence at SEMIEXPO Heartland with targeted content that highlighted our role in shaping the future of semiconductor education, production and policy.

Earned Media



Featured in:



PURDUE ONE HEALTH

We launched a new website and localized brand guide to support the Purdue One Health initiative — spotlighting its most impactful stories and breakthroughs. One Health content proved especially engaging on social media, sparking conversation and connection around topics at the intersection of human, animal and environmental health.

Purdue One Health Web Experience

We launched the updated One Health website in July 2024 as a central hub for news, stories and resources tied to this strategic initiative.



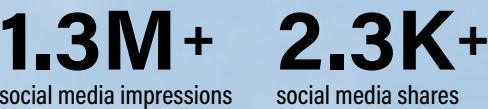
Earned Media



PURDUE AIRPORT

This year, we continued promoting the return of commercial air service to the Purdue University Airport. Efforts included social media, earned media, a new airport website, billboard campaigns and a photo shoot capturing the airport and aviation scenes against a backdrop of Purdue’s fall foliage.

Social Media



Earned Media



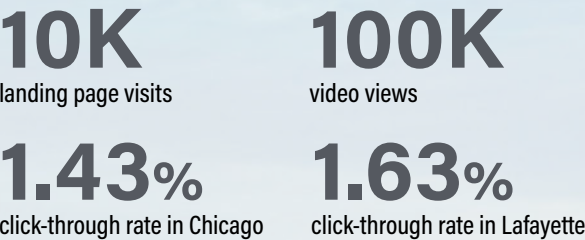
Website Traffic



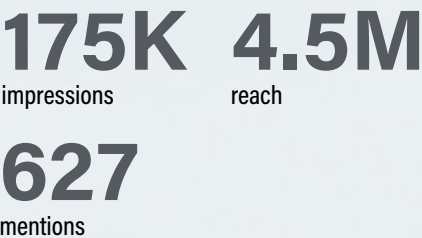
New Terminal and SkyWest Flight Promotion

In June 2025, we launched a marketing campaign to support the opening of the new Amelia Earhart Terminal and promote commercial flights operated by SkyWest Airlines. Our content rollout included social media, campus communications and outreach through local chambers of commerce — building awareness and excitement across key audiences, with continued momentum planned through fall 2025.

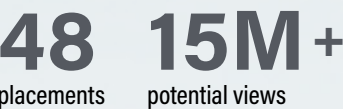
Paid Campaign



Social Media



Earned Media



Featured in:



CHAPTER 3

Storytelling

Purdue isn't just a place — it's a feeling, an energy, a thousand small stories that add up to an unmistakable Boilermaker spirit that drives us. In 2024-25, students, alumni, fans and faculty brought the heart to every story we told. Whether celebrating traditions or spotlighting new journeys, each narrative helped us build on a brand rooted in pride, persistence and people.

The Persistent Pursuit

The Persistent Pursuit is home to the most inspiring Boilermaker stories — featuring learners, leaders and innovators who drive what's next and create meaningful impact. In FY25, we saw continued growth and engagement on the platform, building on the strong momentum of previous years.

1.37M

lifetime views

337K

views in FY25
(112.5% of our 300K goal)

67%

engagement

1:16

average page duration

The Persistent Pursuit x Purdue Athletics Partnership

This year we partnered with Purdue Athletics to feature sports stories on The Persistent Pursuit — strategically sharing audiences to boost engagement. From Olympic athletes to women's sports milestones and March Madness, athletics content drives nearly one-fifth of the site's traffic with consistently strong engagement and reliable viewership.

13

collaborative stories

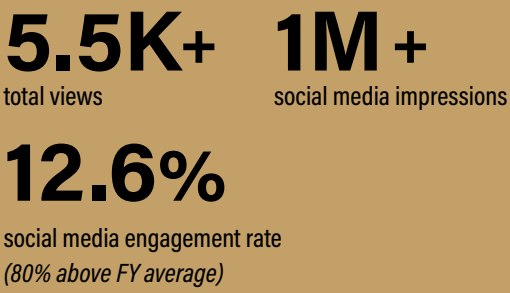
20%

of The Persistent Pursuit traffic
is from Athletics stories

Purdue Pride Stories

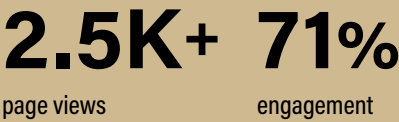
This year, we continued our popular Purdue Pride storytelling series with four new features highlighting Boilermaker fan caves — personal spaces filled with memorabilia, spirit gear and more. We visited superfans to capture not just their collections, but their stories, through rich photography and video.

These feel-good pieces consistently resonate with our audiences and serve as evergreen content that celebrates the passion, creativity and lifelong connection of the Boilermaker community.



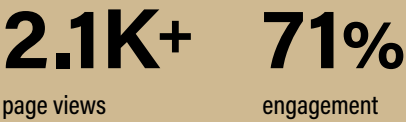
Five Purdue women every Boilermaker should know

Based on audience insights, this story leaned into our readers’ love of historical figures and nostalgic storytelling. Its “snackable” format made it easy to read and share on social media.



Alumnae twins help New Glenn rocket take flight

Released around the same time as the Blue Origin all-women crew launch, this story gained momentum from national interest in space and local earned media pickup.



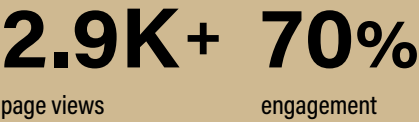
Our Top-Performing Stories

Our five top-performing stories this year reflect our focus on timely moments and nostalgic themes that resonate deeply with the Purdue community — showcasing how well-crafted storytelling, paired with the right hook, can drive meaningful engagement.



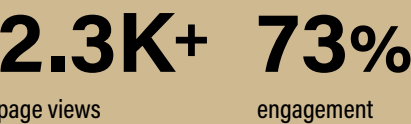
Bringing a beloved Indy 500 tradition to Purdue Grand Prix

Timed around the Purdue Grand Prix and the buzz of the Indy 500, this story tapped into local excitement and nostalgia. Earned media coverage and strong search interest helped drive deeper engagement and longer page visits.



Celebrating 150 years of Purdue engineering excellence

Created to support the College of Engineering’s anniversary campaign, this piece connected past achievements to future impact — including Purdue Computes and semiconductors.



Purdue pilot reflects on his career in the Air Force and at Delta

Launched to align with Delta’s 100th anniversary, this story of a hometown hero resonated with aviation fans and Purdue alumni alike — and quickly gained traction on social media.





There's a *BIG, SUNNY WORLD* to explore.



*We're inspiring
Gen Z girls to
explore their*

CURIOSITY

LEARN MORE

   @PurdueUniversity

   @LifeAtPurdue

purdue.edu/brand

stories.purdue.edu