



2025 2026 IMPACT REPORT



PURDUE
UNIVERSITY®

Brand Studio



Brand Studio

#2 AGENCY IN THE WORLD

MUSE, 2026

For Purdue Brand Studio, 2025-26 was a year of building relevance through excellence.

At a time when public trust in higher education is fragile, Purdue focused not only on enrollment, but on staying relevant in ways that matter to students and to the world.

By showing up where higher education traditionally has not, our team created moments that sparked curiosity, delight and discovery — and helped people feel more connected to Purdue.

This year, we strengthened the systems behind millions of interactions with the university, created work that reached audiences beyond higher education and partnered across industries to share stories that showed Purdue's impact on society.



CHAPTER

1

GIANT LEAPS



CHAPTER

2

STRATEGIC AND
UNIVERSITY INITIATIVES



CHAPTER

3

STORYTELLING

GIANT LEAPS

At Purdue, big ideas become bold moments that translate into meaningful impact. This chapter highlights the campaigns and partnerships that helped Purdue reach new audiences and new heights.

1 CHAPTER 1



TEAM OF THE YEAR

Ragan's PR Daily, 2026

TOP PLACES TO WORK IN COMMUNICATIONS

Ragan's PR Daily, 2026

MOST TRUSTED UNIVERSITY BRAND

Global Brand Awards, 2025

PLATINUM WINNER IN TEAM ACHIEVEMENT — BODY OF WORK

Hermes Creative Awards, 2026

25+
TEAM AND
PROJECT AWARDS
FOR 2025-26

PURDUE TODAY

Purdue Today is the university's email newsletter for over 24,000 faculty and staff subscribers. It highlights the latest Purdue news and employment-related information and celebrates the university's greatest achievements.

166

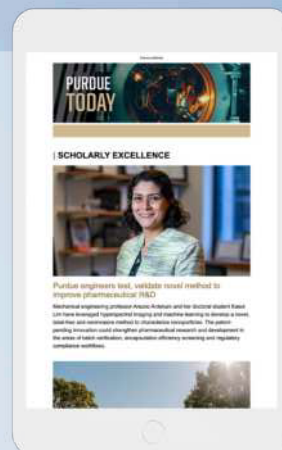
ISSUES IN FY26

64%

OPEN RATE
(~3% OVER INDUSTRY
BENCHMARK)

233K+

UNIQUE CLICKS



PURDUE NEWS WEEKLY

Every Friday, the Purdue News Weekly email connects over 76,000 faculty, staff, students and subscribers with the university's top stories, student life features, event information and more.

48

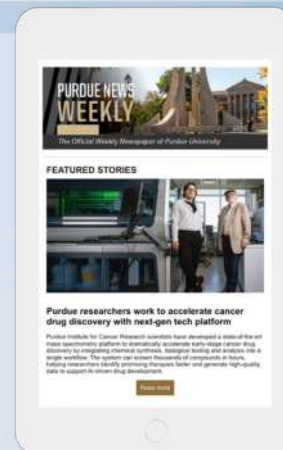
ISSUES IN FY26

47%

OPEN RATE

45K+

UNIQUE CLICKS



PURDUE NEWS WEEKLY ON LINKEDIN

We launched an extension of Purdue News Weekly on LinkedIn in May 2025 to share campus news with Purdue's LinkedIn subscribers. It is designed to appeal to alumni, higher education audiences at Purdue and peer institutions, and friends of Purdue.

48

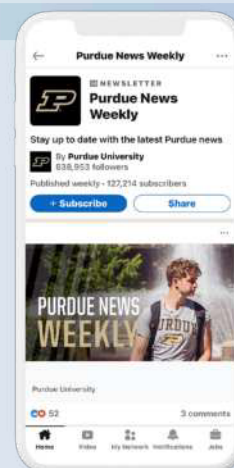
ISSUES IN FY26

42%

OPEN RATE
ON EMAIL NOTIFICATION

127K+

SUBSCRIBERS
(UP 58% YOY)



'PURDUE NEWS NOW'

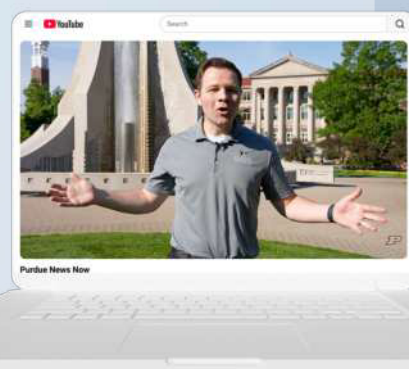
"Purdue News Now" is a one-minute, weekly video recap of Purdue's top stories, looking back on major news and what's to come. This year, we introduced a new video style that adds student voices to the mix.

53

VIDEOS IN FY26

315K+

ORGANIC VIEWS ACROSS
YOUTUBE, SOCIAL MEDIA AND
CAMPUS SCREENS



‘THIS IS WHERE’ ENTERPRISE CAMPAIGN

We launched the “This Is Where” campaign to reposition the institution among corporate and academic decision-makers as more than a source of talent and research. While Purdue is widely recognized for academic excellence, market research revealed that many business leaders, industry partners and peer institutions lacked awareness of the university’s broader innovation ecosystem and its ability to serve as a strategic partner in solving complex global challenges.

The campaign’s primary goal was to increase awareness, affinity and engagement among leaders and influencers of organizations that — like Purdue — want to tackle the world’s toughest challenges.

PAID MEDIA

175M+
IMPRESSIONS

+6.8%

LIFT IN BRAND
RECOMMENDATION
FROM COMPANY
DECISION-MAKERS

+10.2%

LIFT IN BRAND
AWARENESS FROM
VIEWERS AGE 45-54

+2.1%

LIFT IN THE
SENTIMENT “THIS
UNIVERSITY CONDUCTS
GROUNDBREAKING
RESEARCH”

+3%

LIFT IN THE SENTIMENT
“THIS IS A UNIVERSITY WE
WOULD BE INTERESTED
TO PARTNER WITH”



CAMPAIGN WEBPAGES

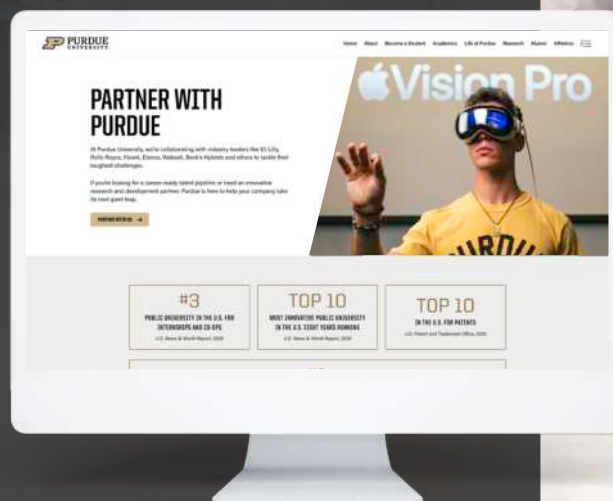
Two landing pages — one for corporate audiences and one for academic audiences — provided curated content relevant for each type of strategic partner.

1M+
WEBPAGE VISITS

29K+
PAGE ACTIONS

901K+
WEBPAGE VISITORS

376
CORPORATE AND
ACADEMIC PARTNER LEADS



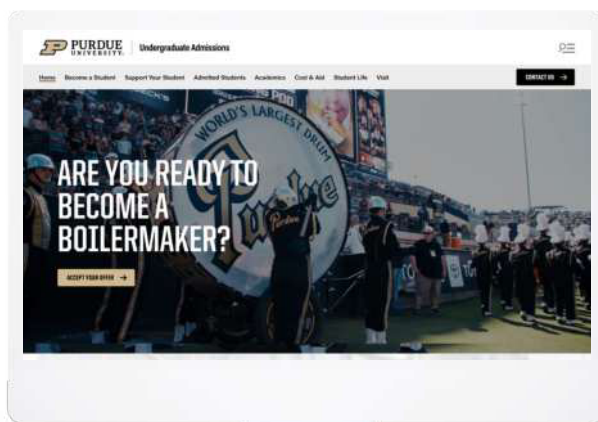
Data is from campaign start to end of FY26 (February 2025-June 2026).

ADMISSIONS REFRESH

With a goal of transforming how prospective students and families experience Purdue for the first time, we completely reimagined the admissions experience.

Guided by third-party research and internal decision journey mapping, we redesigned the site to simplify navigation, align content with funnel stages, reduce anxiety in the college decision process, and more thoughtfully blend the admissions experience between the West Lafayette and Indianapolis locations.

Based on audience analysis, we introduced lighter, brighter and more relatable design; shifted to warmer, more conversational copy; and integrated messaging directly addressing families. The experience was unified across digital and newly redesigned print recruitment materials.



ADMISSIONS WEBSITE

350+

REDESIGNED WEBPAGES

3.1M+

VISITS

1.7M+

VISITORS (UP 5.7% YOY)

7.1M+

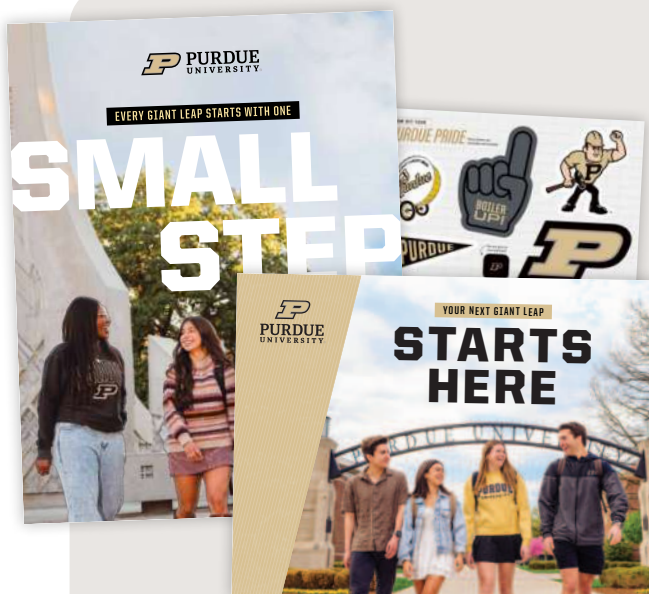
VEWS (UP 7.2% YOY)

87,000

APPLICATIONS
RECEIVED IN 2025

[VIEW THE NEW WEBSITE](#)

ADMISSIONS REFRESH



PRINTED ADMISSIONS AND RECRUITMENT MATERIALS

We redesigned key printed admissions materials to extend the refreshed experience beyond the website and link the printed and web experiences more seamlessly. The new brochures and viewbooks carried forward the same light, bright creative approach; spoke to families as well as students; and provided links and QR codes that made further exploration easier than ever.

90K+

BROCHURES MAILED TO
HIGH SCHOOL SENIORS

111K+

VIEWBOOKS MAILED TO
HIGH SCHOOL JUNIORS



PURDUE X SUNNIE

Purdue was the exclusive education partner of Sunnie, a new Gen Z media platform created by Hello Sunshine and founded by Reese Witherspoon. Designed to empower students through storytelling, education and community, Sunnie helps its audiences reimagine what's possible for their futures.

Why partner with Sunnie?

This partnership reinforced Purdue's national leadership in STEM while strategically positioning the university within a culturally relevant, values-aligned platform that speaks directly to the next generation of students — and their parents and guardians.

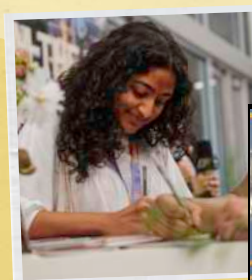
The partnership created shared momentum and immediate scale. This integrated effort bridged arts and sciences, illuminated unexpected pathways into STEM, and showcased women leading in STEM and across industries.

SUNNIEFEST

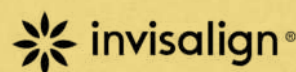
Purdue served as a central partner in the inaugural Sunniefest, engaging attendees through multiple touchpoints, including "Pause With Purdue," a mindfulness and meditation experience designed to connect with Gen Z audiences through meaningful, in-person engagement.

The event introduced Purdue to highly engaged prospective students and their parents and guardians. Purdue clinical associate professor Kasie Roberson from the Mitch Daniels School of Business also led a session on AI, sharing practical guidance on using emerging technologies while maintaining a distinctly human perspective.

Purdue appeared alongside nationally recognized brands including e.l.f. Beauty, Coach, Dunkin' and Invisalign.



DUNKIN'



EARNED MEDIA

The partnership announcement generated significant national attention and expanded awareness of Purdue among new audiences.

1.1B

IMPRESSIONS (4,119% OF OUR 26.7M GOAL)

834

PLACEMENTS

SOCIAL MEDIA

Partnership content resonated across platforms, extending the campaign's reach and engagement among target audiences.

2.2M

IMPRESSIONS

535K+

VIDEO VIEWS





AI PLAYBOOK

Purdue and Sunnie co-created "From AI to IRL," a custom playbook designed to help Gen Z audiences better understand artificial intelligence, emerging technologies and related career opportunities.

Developed by Daniels School faculty member Kasie Roberson and Department of Computer Science faculty member Sooyeon Jeong, the playbook explored practical AI applications, deepfake awareness and future career pathways through a people-first lens. It was distributed through Sunnie's newsletter, Purdue's partnership landing page and printed copies at Sunniefest.



3.3K+

POTENTIAL VIEWS FROM
SUNNIE'S NEWSLETTER



VIEW THE PLAYBOOK



STEM STORYTELLING: 'DEAR YOUNGER ME'

Purdue and Sunnie co-created national STEM storytelling featuring real Purdue students, highlighting women pursuing careers across disciplines from chemistry to nuclear engineering. These stories extended across organic social media and a YouTube series, including "Dear Younger Me," which offered personal reflections and advice.

141K+

ORGANIC SOCIAL MEDIA
IMPRESSIONS

1.7K+

ORGANIC SOCIAL MEDIA
ENGAGEMENTS



WEBSITE

Two distinct web experiences further supported engagement — one designed to inspire Gen Z audiences and another tailored to empower parents and guardians with actionable resources.

54K+

COMBINED PAGE VIEWS

3.6K+

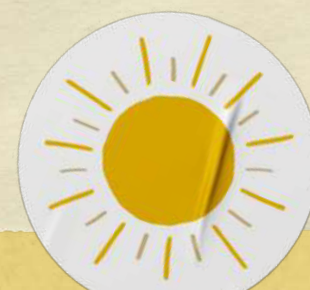
PAGE ACTIONS

CURATED COURSE OFFERINGS

Curated Purdue online courses and certificate programs connected inspiration to tangible next steps for both students and their parents and guardians.

1.4K+

CLICKS TO COURSES
AND CERTIFICATES



THIS IS

PURDUE™

OFFICIAL UNIVERSITY PODCAST

The university’s official podcast, “This Is Purdue,” shares stories of innovative Boilermakers with a global audience. The podcast has become a powerful platform for elevating Purdue’s reputation as a leader in innovation and impact.

By sharing compelling conversations, the podcast elevates the voices of Purdue faculty, students and alumni whose ideas and impact position the university as a global thought leader.

5.7M+

VIEWS AND LISTENS
(UP 13% YOY)

18K+

YOUTUBE SUBSCRIBERS
(UP 80% YOY)

15%

INCREASE YOY IN
YOUTUBE VIEWS

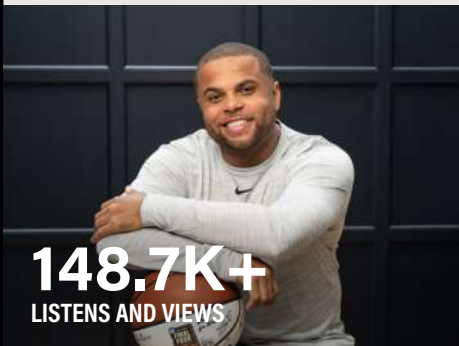
16%

INCREASE YOY IN ORGANIC
YOUTUBE VIEWS

TOP-PERFORMING EPISODES

1

P.J. Thompson,
assistant coach for
Purdue men’s basketball



2

Jerry Palm,
former CBS
bracketologist



3

Kasie Roberson,
AI expert, author and
clinical assistant professor
at the Daniels School



AWARDS AND RECOGNITION

WINNER: BEST PODCAST SERIES

RAGAN'S PR DAILY, 2026

TOP
1.5%
OF PODCASTS
WORLDWIDE
LISTEN NOTES

KATE YOUNG: PODCASTER OF THE YEAR FINALIST

HIGHER ED PODCON AWARDS

FREQUENTLY
RANKS ON
APPLE
PODCASTS
TOP CHARTS

'THIS IS PURDUE' MARCH MADNESS STORYTELLING

In March, "This Is Purdue" went all in on March Madness storytelling, including interviews with a Boilermaker bracketology expert and Indiana basketball historian and culminating with a live podcast at the Indianapolis International Airport with collegiate athletics industry experts as Indy welcomed basketball fans to the Final Four.

We dedicated three episodes to March Madness, including the airport livestream episode.

293K+
LISTENS AND VIEWS

540K+
SOCIAL MEDIA IMPRESSIONS



'DAYDREAMING' STORYTELLING VIDEO

In January, we launched a new video, titled "Daydreaming," serving as our love letter to higher education and emphasizing how Purdue is a launchpad for alumni and their future success. The project included a three-month paid video campaign, followed by a three-month organic storytelling campaign to highlight alumni who inspired the characters featured in the video.

WATCH THE VIDEO

25M+
PAID IMPRESSIONS

5.5M+
YOUTUBE VIEWS

52K
LANDING
PAGE VISITS

488K
SOCIAL MEDIA
IMPRESSIONS

'BOILER UP!' PSA VIDEO

The phrase "Boiler Up" functions as more than just a chant; it's a rallying cry that conveys a sense of pride and shared identity that instantly connects Boilermakers around campus and across the world.

As a Big Ten member, Purdue is afforded a 30-second TV PSA spot that airs during every football and basketball broadcast. Our PSA for the 2025-26 seasons — titled "Boiler Up!" — served as a rallying cry for our sports audiences, while highlighting our best rankings and positioning Purdue as a place of innovation. We created two versions — one for football season and one for basketball season. This year's spot featured a fun cameo by NBA star Zach Edey, Purdue's former college basketball player of the year!

WATCH THE VIDEO

1M
YOUTUBE VIEWS
(FOOTBALL AND
BASKETBALL)

86.7M
TOTAL TV IMPRESSIONS

30K
TOTAL ENGAGEMENTS

MARCH MADNESS

AIRPORT ACTIVATION

We used the March Madness spotlight in Indianapolis to reach national, net-new audiences the moment they arrived. The Indianapolis airport gave Purdue a high-traffic, high-visibility opportunity to create a memorable welcome, spark social sharing and reinforce our presence in the city.

The centerpiece was a Final Four baggage claim activation featuring Purdue-branded basketballs coming through the carousel chute. Each ball included a QR code, and two individuals received a prize pack with Purdue merchandise and Indianapolis-area gifts.

Purdue branding also appeared throughout the airport, including a Civic Plaza banner, baggage claim spectaculars and charging stations.



'PAINT THE TOWN GOLD' ACTIVATION IN INDIANAPOLIS

We used the Final Four in Indianapolis to make Purdue visible across the city. We brought Purdue branding to Indianapolis-area billboards, campus installations and a fleet of branded rideshare vehicles throughout the city.

897K

ESTIMATED BILLBOARD
IMPRESSIONS (TWO-WEEK RUN)

10

RIDESHARE VEHICLES

12K+

MILES DRIVEN BY FLEET

2M+

FLEET IMPRESSIONS

MARCH MADNESS

MERCHANDISE

Merchandise helped turn fans into ambassadors for the "We Are Boilermakers" campaign. Free promotional items and team store products helped fans show their pride while extending the campaign into everyday life.

1.8K+

INDIVIDUAL UNITS OF
MERCH DISTRIBUTED



[WATCH THE VIDEO](#)

MARCH MADNESS

'WE ARE BOILERMAKERS' SPOT

We used the hype and attention of March Madness to build awareness that Purdue's impact is real and close to home — affecting not just the future, but the people cheering side by side in the stands. The "We Are Boilermakers" campaign connected Purdue's research and innovation to everyday life through the lens of our passionate basketball fanbase and three Boilermaker heroes whose lives have been changed by Purdue breakthroughs.

9.9M+
PAID IMPRESSIONS

2.6M
YOUTUBE VIEWS

9.4K+
LANDING PAGE
VISITS

671K+
SOCIAL MEDIA
IMPRESSIONS

'WE ARE BOILERMAKERS' STORYTELLING

We extended the campaign by telling the individual stories behind the three heroes featured in the spot, showing in greater detail how Purdue research has shaped their lives. These stories gave audiences a closer look at Purdue's impact through health, agriculture and cancer research.



CALLIE COCHRAN

Audio therapy developed by the Department of Speech, Language, and Hearing Sciences redefined 2-year-old Callie's life.



BETHANY GREMEL

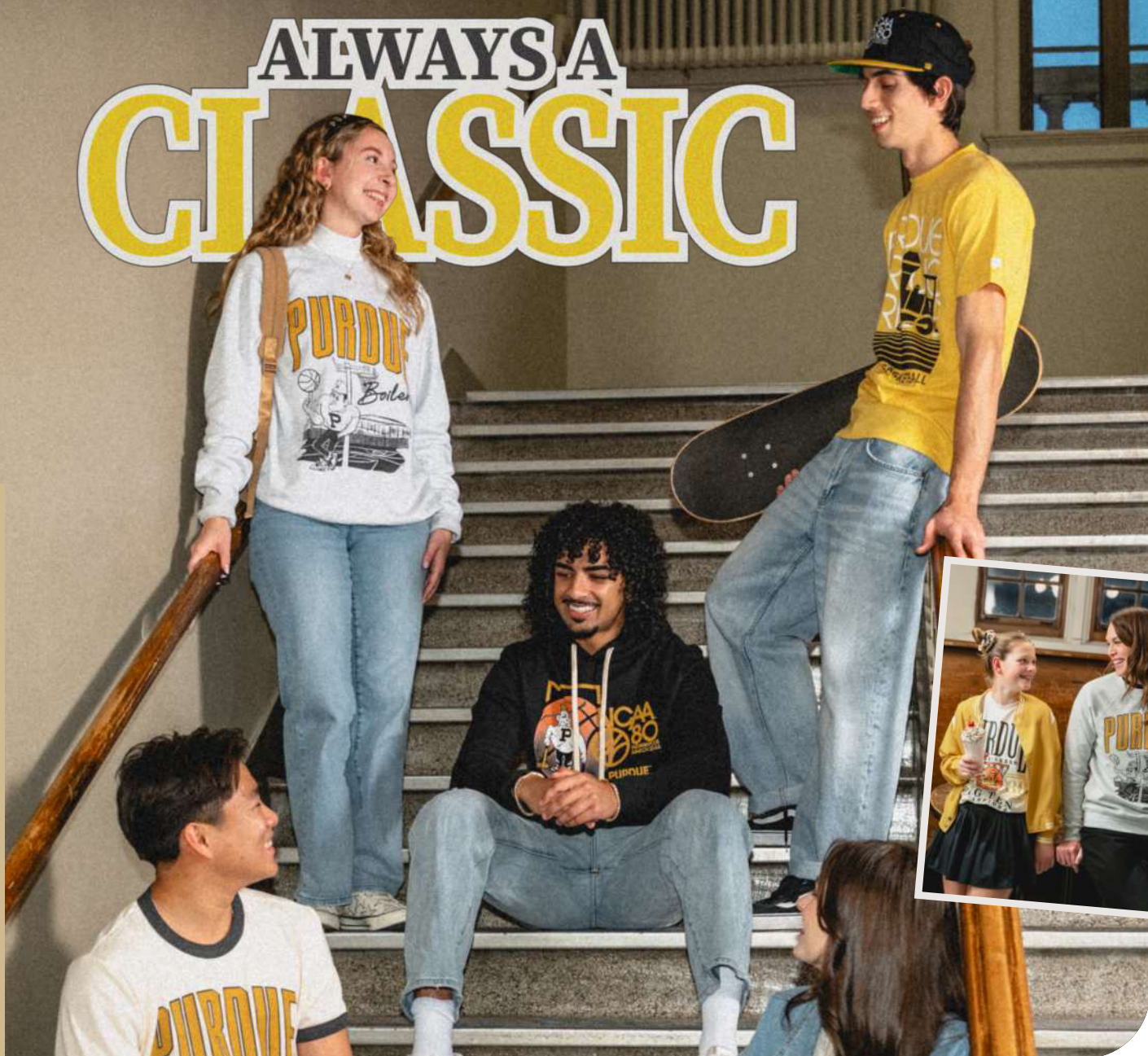
Technology pioneered by the College of Agriculture is helping Bethany carry on her family's sixth-generation farm.

ANDREW KINDER

Research at the Purdue Institute for Cancer Research is helping survivors like Andrew live full lives.



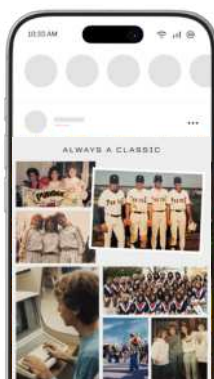
ALWAYS A CLASSIC



'STRANGER THINGS' CULTURE CAMPAIGN

When Netflix announced the final season of the hit show "Stranger Things" — set in the fictional town of Hawkins, Indiana — we saw an opportunity to lean into the nostalgia and science behind one of the world's most beloved shows.

The campaign featured a 1980s-era commercial, a retro-inspired merchandise line, extensive storytelling and social content, and an activation tied to Purdue's highly successful men's basketball team.



1.8M
ORGANIC SOCIAL
MEDIA IMPRESSIONS

2.8M
PAID REACH

95%
POSITIVE OR NEUTRAL
SOCIAL SENTIMENT



PURDUE BRAND CAMP

Bringing together more than 350 Purdue marketers and communicators, Purdue Brand Camp was a two-day conference that offered attendees a chance to learn, connect and strengthen how we collectively tell the university's story.

This marked the first time Purdue's broader communications community had collectively met in person since the university's rebranding in early 2020. The conference offered free professional development and networking opportunities for professionals across the university.

Sessions spanned storytelling, social media, AI, analytics, photography/video, writing, strategy and emerging communications trends, featuring both internal and external speakers.

375
ATTENDEES FROM
100 COLLEGES,
DEPARTMENTS, UNITS
AND CAMPUS AREAS

23
SESSIONS OFFERED
OVER TWO DAYS

89%
OF ATTENDEES
SAID THEY WOULD
ATTEND AGAIN

45
SPEAKERS



It was good to be in the room with other marketers across campus. It reinvigorated the brand and made me more aware of using it the correct way. It was good to see how big our network is."

- ATTENDEE



I really enjoyed it overall; it was inspiring, it brought the campus community together and I left with great ideas. And that fact that it was free and we didn't have to wring it out of our budget was everything. Thank you so much!"

- ATTENDEE



EARNED MEDIA

The Purdue media relations team played a prominent role in shaping high-impact media coverage in some of the world's largest and most reputable outlets. Our thought leadership and timely storytelling helped position us at the center of key conversations.

137K+
PLACEMENTS
(UP 8% YOY)

1.4K
MAJOR MEDIA
PLACEMENTS
(UP 81% YOY)

278B+
POTENTIAL REACH

EMERGING DISTRIBUTIONS

AP VIDEO

Distributed through the Associated Press, these videos were designed to connect Purdue insights to the public through regional and national media. More than half of these videos covered strategic priorities like Purdue University in Indianapolis, space, energy and dream hires.

96
VIDEOS

6.4K+
PLACEMENTS IN ALL
50 STATES AND 200+
U.S. TV MARKETS

1 IN 3
VIDEOS AIRED
NATIONALLY

REDDIT

Our Reddit strategy has allowed us to share select strategic stories directly with the audiences most interested in niche research content, while reaching audiences not already connected to Purdue. We were able to successfully join conversations on space, artificial intelligence, quantum, energy and engineering.

1.4M+
VIEWS

25
REDDIT COMMUNITIES
REACHED

41
POSTS

92%
APPROVAL RATE (RATIO OF
UPVOTES TO DOWNVOTES)

FEATURED IN:

The New York Times



THE WALL STREET JOURNAL.

USA TODAY



CBS NEWS

TOP 5 EARNED MEDIA STORIES IN FY26



1

AI, CHIPS AND DRONES

18.3K+
PLACEMENTS



2

SPACE LEADERSHIP AND
INNOVATION

15.8K+
PLACEMENTS



3

AMELIA EARHART EXPEDITION

6.7K+
PLACEMENTS



4

DANIELS SCHOOL OF BUSINESS

5.5K+
PLACEMENTS



5

PURDUE IN INDIANAPOLIS

4.3K+
PLACEMENTS

SOCIAL MEDIA

Purdue's social channels are a dynamic ecosystem of connection and institutional storytelling. Throughout the year, we grew our audience and created truly shareable moments.

Purdue social channels were a vital distribution arm to highlight key initiatives, storytelling and news. These channels ensured that our narrative — from research breakthroughs to student life milestones — was not just seen but felt and understood.

1.37M+

FOLLOWERS CROSS-CHANNEL
(UP 6.2% YOY)

99M+

IMPRESSIONS
(UP 6.6% YOY)

120K+

SHARES
(UP 7.4% YOY)



YOUTUBE

YouTube remained a key platform for our audiences to discover what Purdue has to offer and what it's like to be a Boilermaker.

20K+

SUBSCRIBERS GAINED

96M+

TOTAL VIEWS (ORGANIC AND PAID)

ORGANIC YOUTUBE

1.5M+
TOTAL VIEWS

14.8K+
HOURS OF TOTAL
WATCH TIME

MOST VIEWED ORGANIC SHORT "Graduation!"



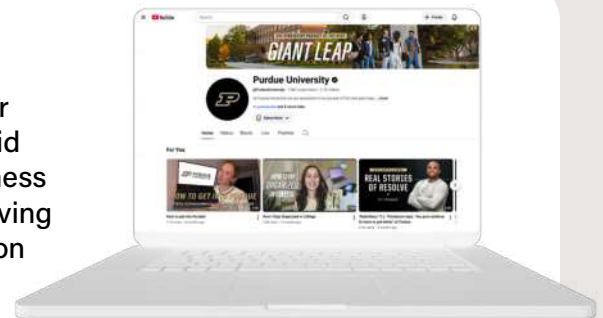
MOST VIEWED ORGANIC VIDEO

"Purdue University Campus Tour
Highlights With Student Ambassador
Niyati Sriram"



PAID YOUTUBE

We prioritized YouTube for paid media because it's where our audiences are actively consuming content. We leveraged paid YouTube campaigns for multiple priorities — building awareness for university initiatives, showcasing storytelling content, driving recruitment for Purdue in Indianapolis and running conversion campaigns to gain more subscribers for the channel.



160M+
IMPRESSIONS

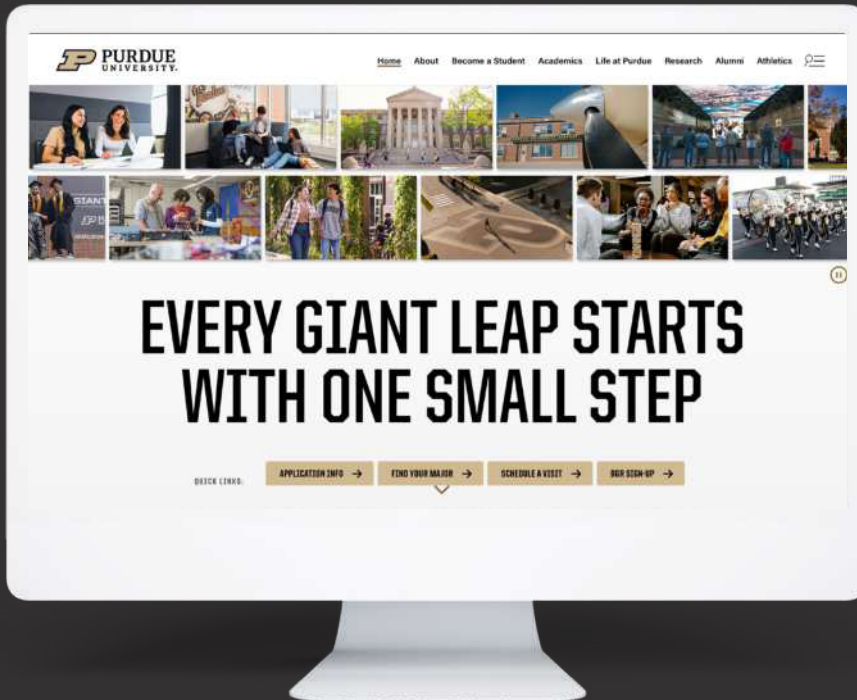
50.7M+
VIEWS

1.3M+
CLICKS

14.8K+
NEW CHANNEL SUBSCRIBERS
(INCLUDING "THIS IS PURDUE"
PODCAST SUBSCRIBERS)

WEB IMPACT

Our web portfolio grew significantly due to team integrations. Key actions — apply, accept, visit and give — rose year over year on core purdue.edu pages.



24.1M+
VIEWS ACROSS ALL
MANAGED PAGES

182.1K+
CORE PURDUE.EDU PAGE
CLICKS (UP 18.8% YOY)

120
WEBSITES MANAGED

ACCESSIBILITY

As stewards of Purdue's official web templates and standards, our team led major accessibility updates and supported campus partners in preparing for ADA Title II requirements. This work earned Purdue Brand Studio a special recognition Focus Award from the university's Office for Civil Rights.

1,600+ / **450+**
TEAM MEMBER HOURS / TEAM MEMBER TASKS



2

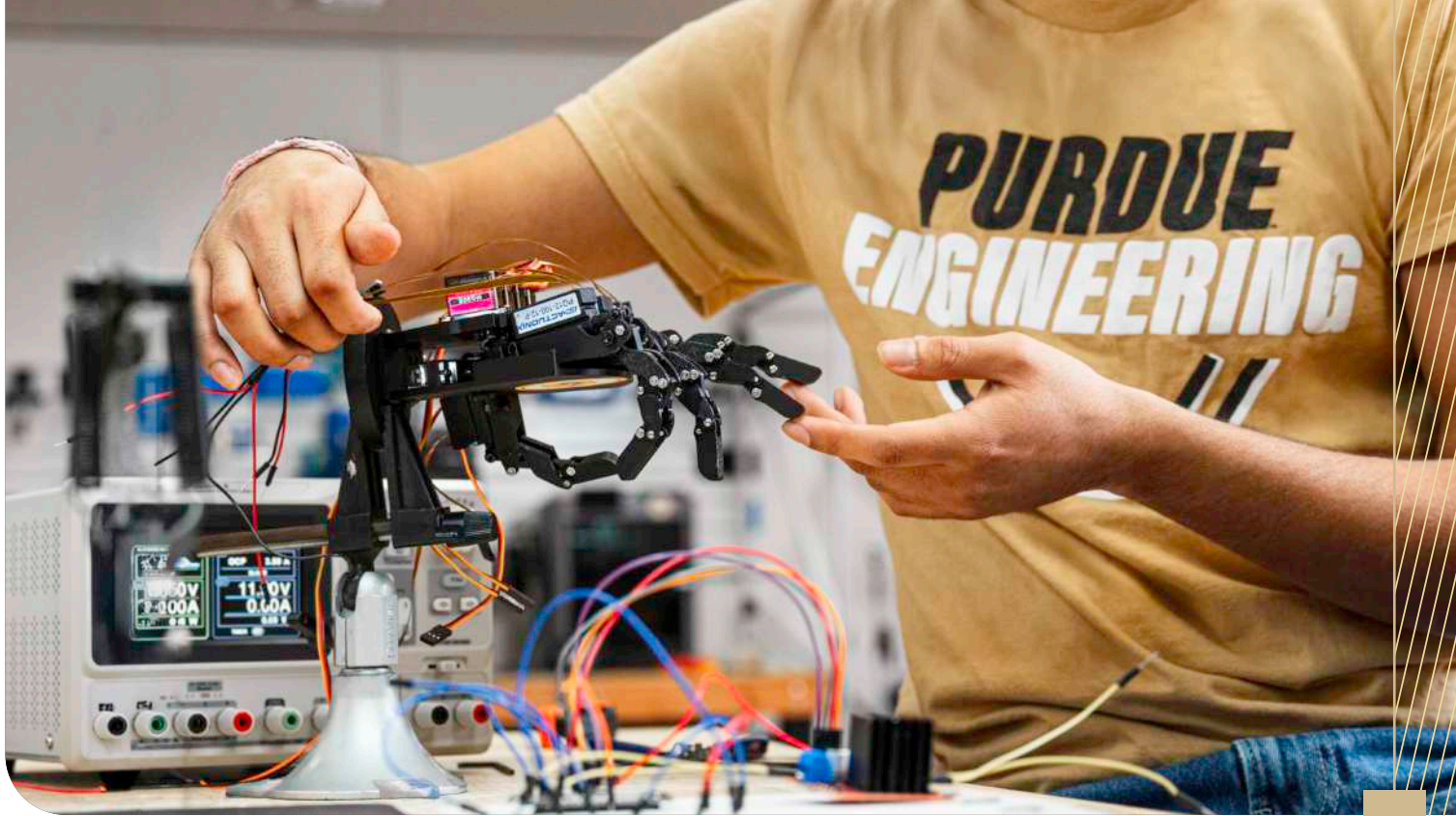
CHAPTER

STRATEGIC AND UNIVERSITY INITIATIVES

Behind every giant leap is a strong foundation.

This chapter highlights the strategic work that supported Purdue's growth, innovation and long-term success.





PURDUE COMPUTES

Institute for Physical Artificial Intelligence Website

As part of Purdue Computes, the redesigned Institute for Physical Artificial Intelligence website was built to position the institute within Purdue's broader computing and AI ecosystem. The site is a dedicated front door for campus researchers and external public and private partners — showcasing Purdue's leadership in physical AI and making it easier to connect with the university's talent, tools and research capabilities.

4.6K+

VISITS (UP 36.8% YOY)

3.2K+

VISITORS (UP 25.3% YOY)

8.1K+

VEWS (UP 128.7% YOY)

PURDUE COMPUTES

AI AT PURDUE WEBSITE

The redesigned AI at Purdue website created a unified entryway to Purdue's artificial intelligence landscape. By assembling research, education, governance and tools in one place, the site showcased Purdue's leadership in AI while replacing the previous AI site with a more cohesive, strategic web experience.

7.6K+

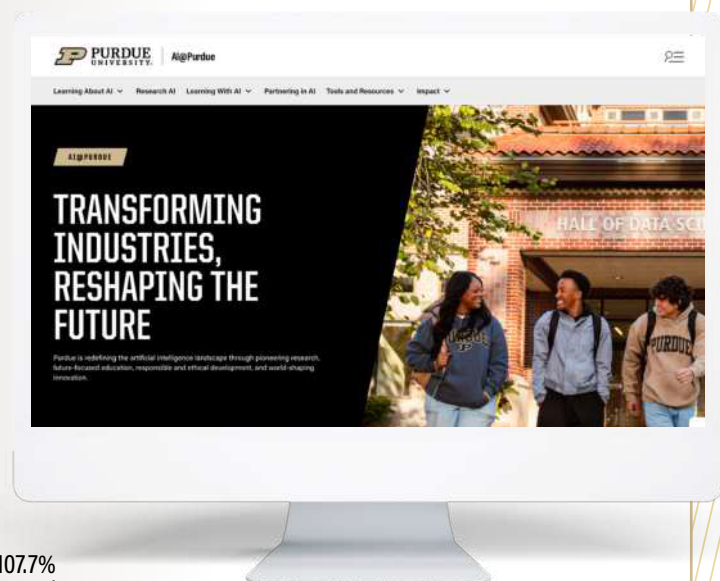
VISITS (UP 127.7%
SINCE APRIL UPDATE)

9K+

VEWS (UP 163.8%
SINCE APRIL UPDATE)

5K+

VISITORS (UP 107.7%
SINCE APRIL UPDATE)



PURDUE UNIVERSITY IN INDIANAPOLIS

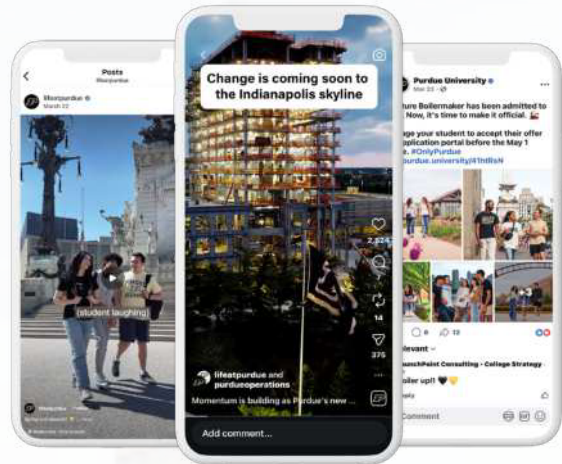
We invested in recruitment marketing, out-of-home advertising and campus branding to strengthen the visibility and presence of Purdue's Indianapolis location. More than 15 new installations on Purdue buildings in the city helped make that presence more visible and unmistakable.

719

STUDENTS STARTED THEIR PURDUE EXPERIENCE IN INDIANAPOLIS IN FALL 2025

STUDENT MARKETING ADVISORY COMMITTEE

The new Student Marketing Advisory Committee is designed to help us better understand the Indianapolis student experience through direct feedback from student leaders. Their perspectives strengthen our marketing, surface new opportunities and build the next generation of brand advocates.



SOCIAL MEDIA

Social media momentum grew significantly this year as we expanded engagement with Indianapolis audiences.

24K+
ENGAGEMENTS

923K+
IMPRESSIONS



PAID RECRUITMENT CAMPAIGN

This campaign is our broadest funnel-building mechanism for increasing enrollment in Indianapolis. The campaign highlighted the unique advantages of the Boilermaker experience in Indianapolis and drove strong awareness, engagement and site traffic.

31.6M+

TOTAL IMPRESSIONS
(UP 19% YOY)

6.6M+

TOTAL VIDEO VIEWS
(UP 14% YOY)

148K+

TOTAL VISITS TO
"SCHEDULE A VISIT" AND
"APPLY" SITES (UP 26% YOY)

952

CLICKS TO APPLY



OUT-OF-HOME ADVERTISING

Out-of-home placements helped make Purdue more visible across Indianapolis and reinforced the university's growing presence in the city.

81M+

IMPRESSIONS



THE CHILDREN'S MUSEUM OF INDIANAPOLIS PARTNERSHIP

To reach the next generation of Indianapolis students, Purdue partnered with The Children's Museum of Indianapolis during its centennial anniversary through storytelling, social media and other creative content.

56M+

IMPRESSIONS ACROSS ALL
EARNED AND PAID PLATFORMS



EARNED MEDIA

Media momentum continued to grow alongside Purdue's expansion in Indianapolis.

3.4K+

PLACEMENTS
(UP 5% YOY)

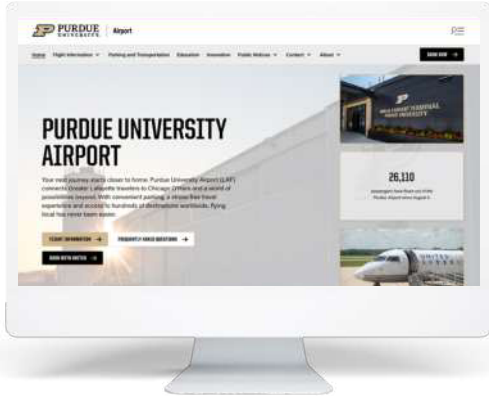
900M

POTENTIAL VIEWS



PURDUE AIRPORT

We continued supporting the Purdue University Airport as commercial service transitioned and evolved from Southern Airways Express to United Airlines. This next phase of work focused on promoting flights, maximizing existing creative assets, and transferring more day-to-day marketing ownership to the Airport Operations team and external partners.



AIRPORT HOMEPAGE

The airport homepage was a key entry point for travelers seeking flight information and booking options.

150.8K+
VIEWS (UP 160.5% YOY)

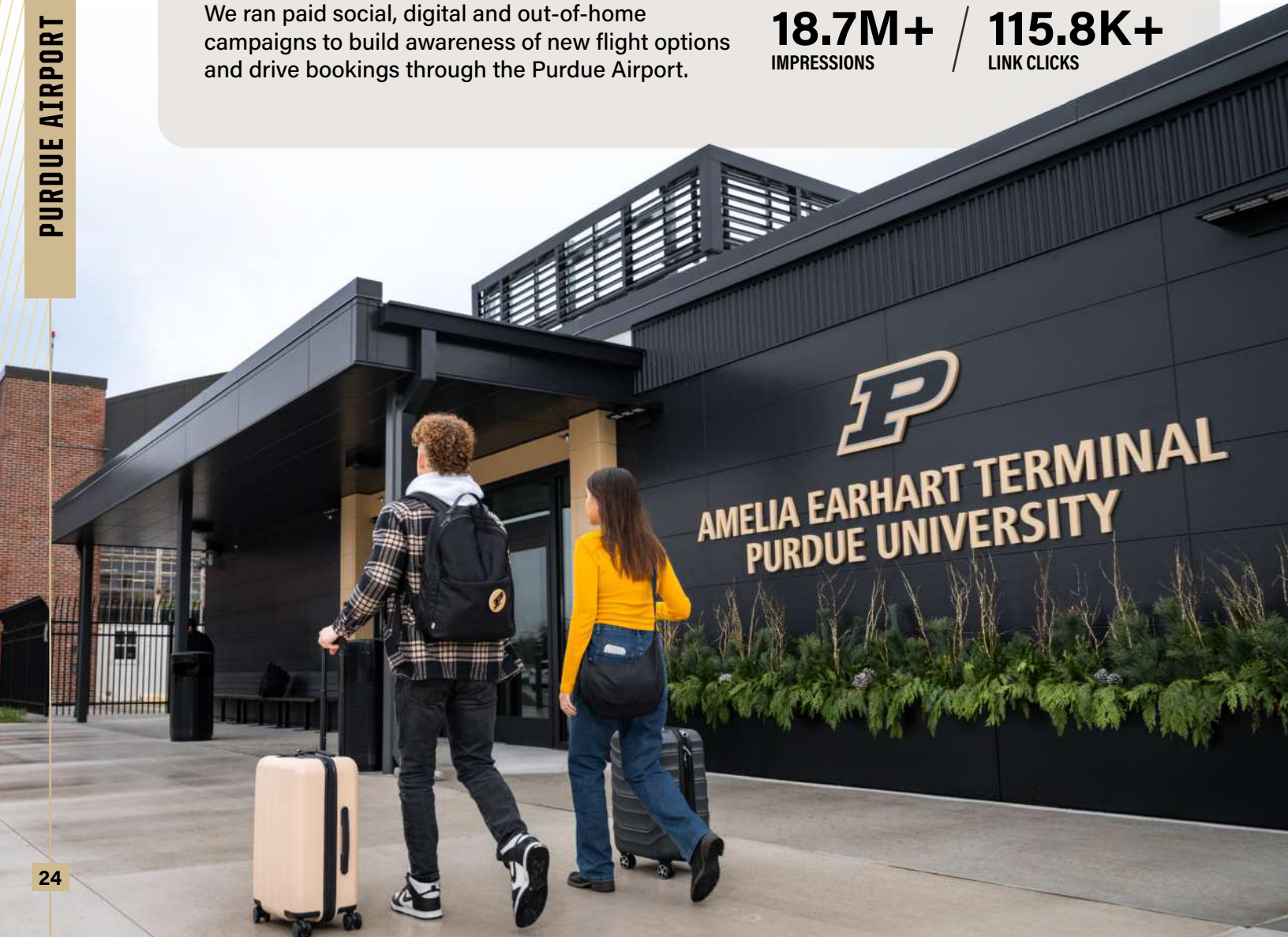
19.6K+
BOOKING CLICKS
(UP 0.6% YOY)

PAID MEDIA

We ran paid social, digital and out-of-home campaigns to build awareness of new flight options and drive bookings through the Purdue Airport.

18.7M+
IMPRESSIONS

115.8K+
LINK CLICKS



PURDUE GLOBAL

FY26 was a year of outstanding performance, reinforcing Purdue Global's commitment to delivering high-quality education for working adults. We strengthened and accelerated our mission by focusing on our three core pillars: growth, student success and innovation.

16K+
CREDENTIALS AWARDED
(UP 10% YOY)

► PAID MEDIA

Purdue Global's paid media strategy expanded reach through cross-platform campaigns, new creative formats, and more advanced targeting and measurement. Initiatives including the "Dream Job" campaign, Olympic partnerships, influencer whitelisting, "Ask Advisor Andy" on YouTube and YouTube Creator Ads helped grow awareness, engagement and media optimization opportunities.

AROUND
100M+
UNIQUE REACH

3.7M+
ENGAGED SITE
VISITS

200.7K+
INQUIRIES

► EARNED MEDIA

Earned media continued to raise awareness of Purdue Global while elevating faculty experts and student voices in local and national outlets.

8.8B+
IMPRESSIONS
(UP 75% YOY)

4.2K+
PLACEMENTS
(UP 7% YOY)



► NOTABLE EARNED PLACEMENTS

1 Ashley Farquharson,
Olympian and
Purdue Global student

**2K+**
PLACEMENTS

2 Law school bar
exam eligibility

**222**
PLACEMENTS

3 Shannon Pickett from the
College of Social and Behavioral
Sciences on preparing high
school seniors for next steps

**177**
PLACEMENTS

► ORGANIC SOCIAL MEDIA

Organic social media helped grow Purdue Global's online community through content designed to build awareness, loyalty and engagement.

5.7M+ IMPRESSIONS

214K+ ENGAGEMENTS

288.7K+ VIDEO VIEWS

11.6% FOLLOWER GROWTH

15.5% ENGAGEMENT RATE ON LINKEDIN
(HIGHEST-PERFORMING CHANNEL)

► INFLUENCER PROGRAM

This year marked the launch of Purdue Global's influencer program, designed to introduce new audiences to the brand and diversify its content mix. Through partnerships with creators across Instagram, LinkedIn and YouTube, the program emphasized Purdue Global's mission by highlighting accessible, real-world education and the flexible support systems offered.

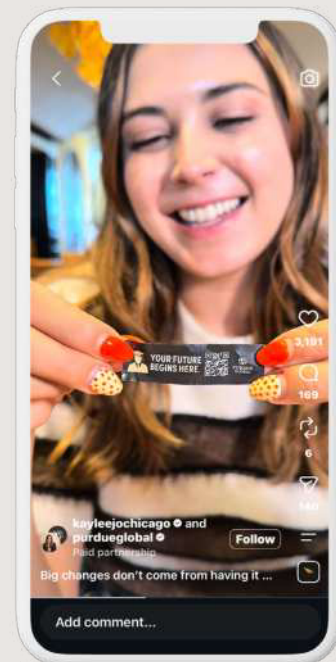
Creators in the nursing, cybersecurity, tech, career coaching and parenting industries introduced the brand's practical, personal online education experience and reinforced how working adults can earn respected degrees they can be proud of.

20
PARTNERSHIPS

10.58%
WEBSITE ENGAGEMENT RATE
(88K+ WEB VISITS)

6M+
VIDEO VIEWS

202.8K+
ENGAGEMENTS



GUILD PARTNERSHIP

PURDUE GLOBAL AND GUILD PARTNERSHIP

This campaign highlighted Team USA athletes who were also Purdue Global students, including luge athletes Ashley Farquharson, Chevonne Forgan and Matt Mortensen. Ashley is only the second Team USA Olympian to medal in women's luge and the first ever to medal at the Winter Olympics while studying as a student from Purdue Global and the Purdue system.

The campaign helped spotlight Purdue Global's partnership with Guild and Team USA, which expands athletes' access to college education and helps them prepare for what comes next.

A collaborative Purdue Global and Purdue University Instagram post featuring Ashley Farquharson, Chevonne Forgan and President Mung Chiang set a record for engagement on Purdue Global's channel, earning 2,588 engagements and 107,425 impressions.

ORGANIC SOCIAL MEDIA

601K+
IMPRESSIONS

25K+
ENGAGEMENTS

33.9K+
VIDEO VIEWS

665
SHARES AND SAVES

EARNED MEDIA

22
MEDIA INTERVIEWS DURING
THE SATELLITE MEDIA TOUR

1.8K+
PLACEMENTS

688M+
POTENTIAL IMPRESSIONS



WATCH  *Ask Advisor Andy*

'ASK ADVISOR ANDY'

PURDUE GLOBAL 'ASK ADVISOR ANDY' SERIES

In January 2026, Purdue Global launched the "Ask Advisor Andy" weekly YouTube series to position the university as a leader in career transformation for working adults. The series shares useful advice in an approachable manner, answering common questions about earning a degree online and highlighting the value of Purdue Global's student support, resources and career-focused programs.

67K+

NEW SUBSCRIBERS SINCE
PREMIERE IN JANUARY (190%
INCREASE IN 6 MONTHS)

25

EPISODES

46.9K+

TOTAL EPISODE VIEWS

13M+

VIDEO IMPRESSIONS

► ORGANIC SOCIAL MEDIA

Organic social media helped extend the series' reach and drive additional engagement across channels.

340.5K+
IMPRESSIONS

9K+
ENGAGEMENTS

66K+
ORGANIC VIDEO VIEWS

9.3%
LINKEDIN ENGAGEMENT RATE
(HIGHEST-PERFORMING
SOCIAL CHANNEL)



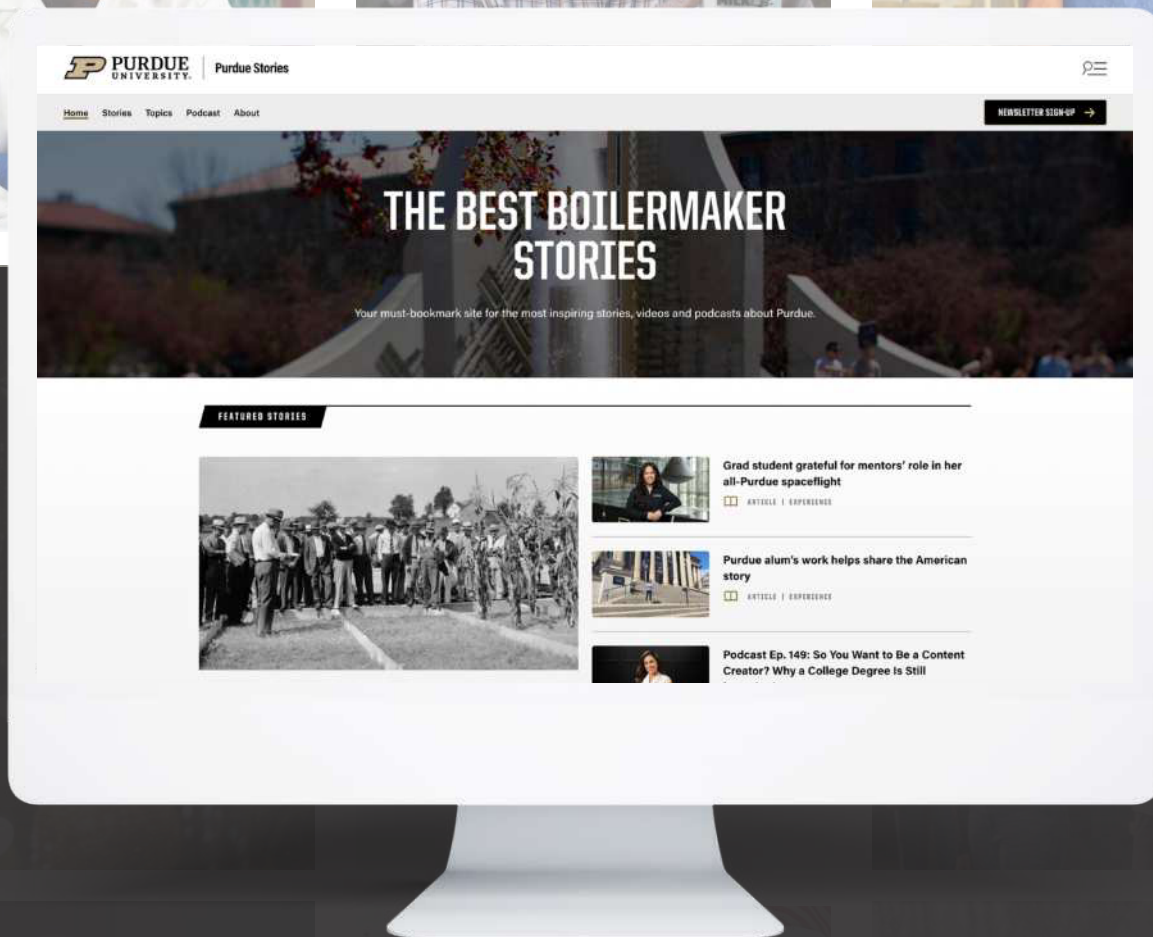
3

CHAPTER

STORYTELLING

Every discovery, achievement and breakthrough begins with a story of people. This chapter explores how Purdue's stories helped inform, inspire and connect communities.





PURDUE STORIES WEBSITE

Purdue Stories continued to grow through audience-centered storytelling built for search, social and mobile. Organic search, direct traffic and social amplification drove FY26 performance, while newer stories continued to meet strong early-view goals.

314.7K+
VISITS (UP 2.5% YOY)

252K+
VISITORS (UP 4.5% YOY)

367.8K+
VIEWS (UP 4.9% YOY)

1:13
AVERAGE PAGE
DURATION ON MOBILE
(UP 13.9% YOY)



SPACE STORYTELLING

Space was a major storytelling focus in FY26, allowing us to connect Purdue's historic legacy with the future of exploration. In addition to helping launch the Neil Armstrong Space Prize, we shared a biographical story of Boilermaker astronaut Gus Grissom to recognize his 100th birthday, highlighted Boilermakers supporting the safe return of Artemis II astronauts, and launched Purdue 1 storytelling tied to Purdue's first-of-its-kind suborbital flight partnership with Virgin Galactic.



NEIL ARMSTRONG SPACE PRIZE

The Neil Armstrong Space Prize campaign supported the July 20, 2025, award announcement through a comprehensive storytelling strategy that included a visual identity, hero story, live event video adaptation, photography and video coverage, social assets, and communications and earned media support.

WRITTEN STORY

A biographical story explored how alumnus Neil Armstrong's giant leap in 1969 inspires new generations and influences space innovation today.

10K+
VIEWS

1:41
AVERAGE PAGE
DURATION

2:05
AVERAGE PAGE
DURATION FROM
ORGANIC GOOGLE
SEARCH

VIDEO

The video shared the historical impact of Neil Armstrong's Apollo 11 moon landing and explained how it inspires innovation, ambition and discovery more than 50 years later.

1.1M
VIEWS

66%
VIEW RATE

2K+
CLICKS

[WATCH THE VIDEO](#)

GEN Z CAMPAIGN

After the event, we launched a Gen Z-focused Instagram campaign to introduce Neil Armstrong's Purdue connection to younger audiences less familiar with his legacy. The top-performing post imagined what Neil Armstrong's Instagram might have looked like as a Purdue student. Across the series, content regularly earned engagement rates of 3% or higher, meeting or exceeding our benchmark.

163K

VIEWS ON "IF NEIL HAD AN INSTAGRAM" POST

115.9K+

VIEWS ON "NEIL'S PACKING LIST: WHAT WOULD YOU TAKE TO THE MOON?" POST

SOCIAL MEDIA

Social media amplified the award announcement and reinforced Purdue's role in space exploration.

1.1M

IMPRESSIONS

907

ENGAGEMENTS

INAUGURAL SPACE PRIZE EVENT

In April 2026, Purdue announced the winners of the inaugural Neil Armstrong Space Prize, recognizing the SpaceX Falcon 9 Booster Landing Team for its work on a reusable, two-stage rocket system. The event generated media interest in both the new prize and Purdue's legacy in space while honoring a decade of excellence in discovery, innovation and human achievement.



2.8M

REACH

132

EARNED MENTIONS

11K+

RECAP VIDEO VIEWS

JACK MCKENNA ON 'BEAST GAMES'

We used the viral global reach of "Beast Games" — a high-profile online competition series — to tell a timely Purdue story. A story featuring competitor Jack McKenna, a Purdue student, tapped into a major pop culture moment to expand Purdue's digital reach and build Boilermaker pride across students, alumni and broader audiences.

WRITTEN STORY

The feature story captured strong interest by pairing cultural relevance with a Purdue connection.

8K+
VIEWS

1:10

AVERAGE PAGE DURATION

SOCIAL MEDIA

Social media amplified the story to broader audiences and drove strong engagement.

2.38M
IMPRESSIONS

11.1%
ENGAGEMENT RATE

211K+
POST LINK CLICKS

523.9K+
INSTAGRAM REEL VIEWS
(7K+ LIKES)

'MONDAY NIGHT FOOTBALL' GUITAR

We used a nationally televised sports moment to tell a broader Purdue story. Centered on the unique guitar that Purdue's guitar lab hand-built for ESPN's "Monday Night Football," the campaign used timely storytelling to highlight the university's innovation and creativity during the network's coverage of the Indianapolis Colts-San Francisco 49ers game.

WRITTEN STORY

The written story connected Purdue to the cultural moment.

2.8K+
VIEWS

1:15

AVERAGE PAGE DURATION

SOCIAL MEDIA

Social media helped extend the story's reach beyond the broadcast window.

776K+
IMPRESSIONS

4.6%
ENGAGEMENT RATE

TOP 5 PERFORMING PURDUE STORIES

FY26's top-performing stories showed strong audience interest in timely, emotionally resonant storytelling across space, athletics, culture and student achievement. Together, they reflect Purdue's continued success in balancing evergreen storytelling with moments of broader relevance.

1

NEIL ARMSTRONG
HERO STORY

10K+
VIEWS



2

JACK MCKENNA ON
'BEAST GAMES'

8K+
VIEWS



3

PHILOSOPHY OF SPORT

6.5K+
VIEWS



4

MEN'S BASKETBALL
SENIOR STORY

4.8K+
VIEWS



5

ARTEMIS II LANDING
AND RECOVERY

4.3K+
VIEWS



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