



# THE POWER OF A BRAND STORY



# OUR BRAND STORY

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THE POWER OF A BRAND STORY

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*IF YOUR BRAND DOESN'T HAVE A PURPOSE,  
THEN STOP EVERYTHING AND FIND IT.*

Once you do, you'll see that everything's a hell of a lot easier.

**Jon Hollamby**

**AUTHOR, NO ONE CARES ABOUT YOUR LOGO**

# Great brands stand for something.

## If Volvo thought life was cheap, they'd have built a cheaper car.

It would have been easy. Volvo could have used the 5,000 body welds most car makers think is enough, instead of the 10,000 Volvo safety research considers essential. Or built an ordinary passenger cabin instead of the reinforced steel 'safety capsule' that increases your chance of surviving an accident. Now with added protection from tubular side impact bars concealed in all four doors.

They needn't have given you disc brakes, with anti-lockup devices, on all four wheels—to stop you from 60 in under 3½ seconds. Or developed Volvo's unique dual triangular braking circuits—each capable of delivering 80% of Volvo's full 700 braking horsepower.

Orthopaedically designed posture seating; a new ergonomically designed dashboard layout; inertia reel front seat belts; thermostat-controlled through flow ventilation or (optional) air-conditioning. By eliminating fatigue and irritation, Volvo makes you a safer driver.

### The most comprehensive life insurance on wheels . . .

Today's Volvo has 40 major safety features to help you avoid having accidents, or save your life in an accident. Without almost any one of them, you'd still have a car that looked good and handled well. But you wouldn't have a Volvo—the world's safest and most durable car.



SAFETY THROUGH RESEARCH.

LB3.671

## DON'T BUY THIS JACKET



### COMMON THREADS INITIATIVE

**REDUCE**  
WE make sure you get the best in a long line. YKK and we have you covered.

**REPAIR**  
WE have you covered. Patagonia gear is built to last. YKK helps us do it better.

**RECYCLE**  
WE will take your old Patagonia gear that is worn out. YKK helps us keep you out of the landfill and reclaimer.

**REMAINE**  
TOGETHER we save a world where we have long shared our passion.



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It's only a crazy dream until you do it.

 Just do it.

Great brands are about feelings, not facts.



# Great brands offer outcomes, not features.

Apple didn't make an ad that said:

"3GB of storage."

They made an ad that said:

"1,000 songs in your pocket."

Benefits over features, always.



iPod.  
1,000 songs in your pocket.



Great brands are for someone, not everyone or anyone.



The screenshot shows the header of a blog titled "SETH'S BLOG" with a profile picture of Seth Godin and a hamburger menu icon. Below the header is a yellow horizontal bar. The main content area features the title "Who cares?" followed by four paragraphs of text.

**SETH'S BLOG**

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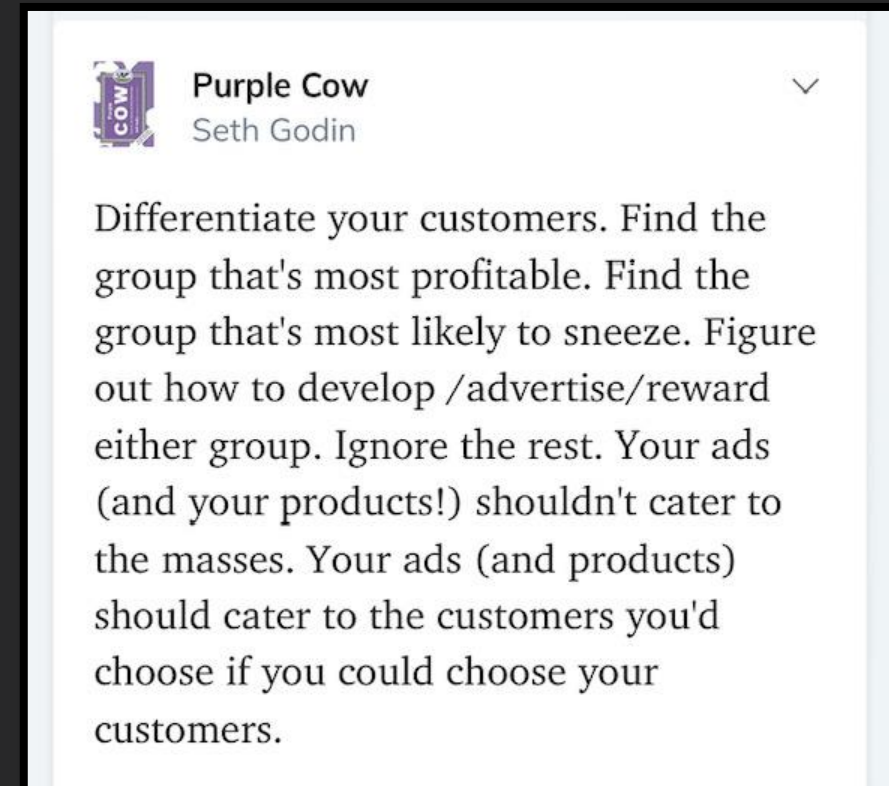
## Who cares?

**No one cares.** That happens rarely.

**Someone cares.** That happens all the time, and it's at the heart of our work.

**Everyone cares.** Almost never.

*Someone* is enough. In fact, someone is the entire point.



The screenshot shows a social media-style post for "Purple Cow" by Seth Godin. It includes a small icon of a purple cow and a dropdown arrow. The main text discusses customer differentiation.

**Purple Cow**  
Seth Godin

Differentiate your customers. Find the group that's most profitable. Find the group that's most likely to sneeze. Figure out how to develop /advertise/reward either group. Ignore the rest. Your ads (and your products!) shouldn't cater to the masses. Your ads (and products) should cater to the customers you'd choose if you could choose your customers.



Great brands are built over time on a powerful insight and positioning.



## THE OVERALL GOAL

**Transform Purdue Global into a well-positioned and differentiated online solution and brand that working adults and employers trust and prefer.**

We will help transform Purdue Global from an undifferentiated and misunderstood offering into Purdue's thriving online solution for working adults, preferred by students, employers and partners. Becoming top of mind, meaningful and distinct with these target audiences will lead to greater student demand, greater employer demand, greater partner demand, improved student outcomes, and improved reputation and performance.

## THE OPPORTUNITY

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**40 million Americans**  
have some higher ed  
credits, but no degree.

## THE TENSION

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# Missed opportunity and regret

### FOR THE WORKING ADULT

- Feels stuck personally and professionally
- Wasted potential
- Experience not valued
- Haunted by past failures

### FOR PURDUE

- Laggard in online space
- Lost growth opportunity
- Follower not leader
- Not delivering on brand promise and land-grant mission

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*IF WE PLAY BROADLY,  
WIN NOWHERE,  
HAVE CAPABILITIES  
THAT MIRROR THOSE  
OF COMPETITORS AND  
MANAGEMENT SYSTEMS  
THAT REINFORCE THE  
PREVIOUS THREE ANSWERS,  
OUR ASPIRATION IS  
TO BE MEDIOCRE.”*

**Roger Martin**

**AUTHOR**

*PLAYING TO WIN  
Strategy is what you DO, not what you SAY  
So, Everybody has a Strategy!*

Brand Launch

# RESEARCH AND STRATEGY

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THE POWER OF A BRAND STORY



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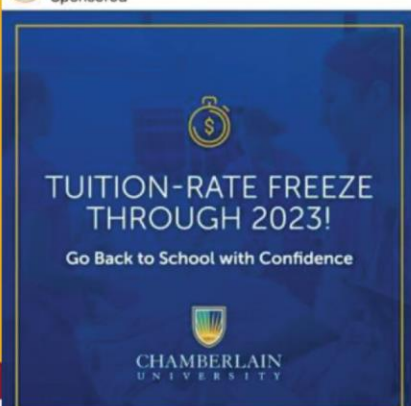


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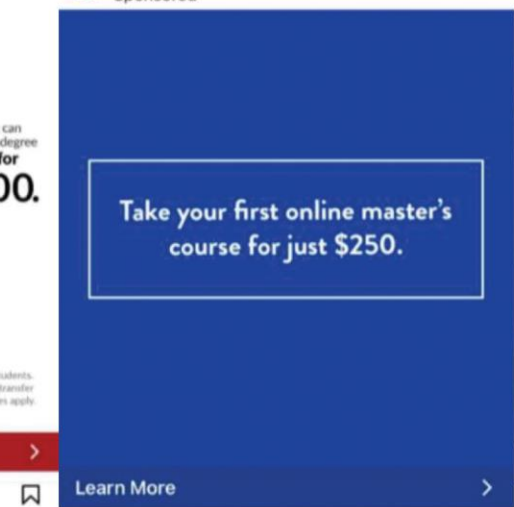
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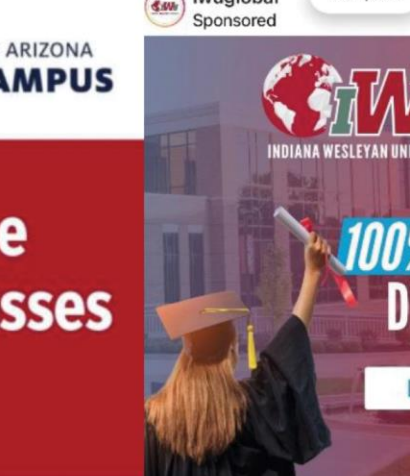


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**THE LANDSCAPE**

# WHAT We Learned

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# WHAT WE HEARD IN RESEARCH

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THE POWER OF A BRAND STORY



# Overall Takeaways

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**A higher education degree validates me, my experiences, and my knowledge.**

I don't want to waste my time and money, it needs to be worth it.

②

**Purdue Global is not a diploma mill.**

The Purdue name is legitimate, respected, and trusted. Purdue meets me where I'm at with my experience and provides a connection to more opportunity.

③

**I did it for myself and became a role model to my family and others.**

A Purdue Global degree elevates me to feel like an equal with others, generating self-worth and acceptance from colleagues and peers.

## TARGET AUDIENCE

**Purdue Global is for working adults with life experience and often some college credits who want to earn a degree that they can be proud of and that employers will respect.**

## BRAND ESSENCE

The conceptual core of our brand and the underpinning of everything we say or do.

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Purdue Global is all about:

*IN A WORD*

**Opportunity**

*IN A PHRASE*

**Real Opportunity for More**

# PURDUE IDENTITY PORTFOLIO

## HIGH SCHOOL



## FLAGSHIP



West Lafayette  
Indianapolis

ONLINE MASTERS  
AND PROFESSIONAL  
EDUCATION



## REGIONAL

PURDUE UNIVERSITY.  
FORT WAYNE

PURDUE  
UNIVERSITY.  
NORTHWEST

## ONLINE FOR WORKING ADULTS



## LIFELONG COMMUNITY AND LEARNING



## SUMMARY

**How well a brand is delivered externally depends on how well it is understood internally.**

# OUR NEW CAMPAIGN

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THE POWER OF A BRAND STORY



## THE BIG IDEA

**THIS IS MY  
COMEBACK.**





## KEY MESSAGES

**THIS IS  
MY COMEBACK.**

**IT'S TIME.**

**I'M WORTH IT.**

**COME BACK  
STRONGER.**

## WILL THIS CAMPAIGN RESONATE?

**“Come Back” rated higher than other concepts.**

For measures of being seen as compelling or believable, “Come Back” scored significantly higher than all other concepts.

**The concept was motivating to the audiences surveyed.**

Open-ended responses included the idea that it’s “never too late” to come back.

**“Come Back” puts emphasis on the investment in the individual and that they are ready to make a comeback in their life.**

“This describes me, what I’m doing, and where I am in my life. I am having a comeback, and this is what it feels like.”

*Target audience for creative testing: age 18 to 64, high school diploma or some college credit and no degree, actively investigating higher education, likely to pursue an online education in the next 12 months.*



Wrap-Up

# QUESTIONS AND ANSWERS

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**PURDUE  
GLOBAL™**

**Purdue's online university for working adults.**