

Upcoming Campus and Alumni Digital Ads

As the brand campaign evolves, we are updating visuals to better target current undergraduate students and recent graduates (July 2025). Ads on campus focus on iconic parts of the undergraduate experience and are connected to Purdue's campus visual brand. Ads for alumni and recent graduates shift their focus to the situations, locations and responsibilities present for this demographic, and several photos are of online Purdue students. There are motion and non-motion versions, with non-motion displayed below.

1. Undergraduate Focus (Campus)











2. Ads on Meta for Alumni/Young Professionals









