Progress to Date:

1999-00—Introduced bold new image explaining what actually happens on this campus. “Why not both?” with Red IU/gold PU letters.

2001-02—Introduced high ability students at IUPUI to the public.

2003-04—Explained benefits of attending IUPUI. Physical location close to business and government. Internships right next door and undergraduate research opportunities.

2005—Continued 03-04 campaign and added students participating in activities in the city. Indianapolis and its opportunities separate us from every campus in the state.
Simple message and imagery proved to be very effective. Both IU and Purdue degrees on one campus.
Be Known by the
Company You Keep

Suppose you could earn your degree from either
IU or Purdue. And suppose you could earn those
degrees in the very place where they teach nursing,
medicine, engineering, law and more. Now you
know how IUPUI students do it—not only from
two highly respected universities, but also by
rubbing the right elbows.

IUPUI
Why not both?
317.274.4591
www.iupui.edu
IU Integrated Image/Advertising Update

Earn IU or Purdue Degrees at One Location.

IUPUI

Why not both?
www.iupui.edu
IU Integrated Image/Advertising Update
IU Integrated Image/Advertising Update

"MY COLLEGE CAMPUS... IT'S A WHOLE CITY."

WWW.IUPUI.EDU
Current Plan:

2006-07—Continue to educate prospects and influencers about the physical location of the campus and its proximity to downtown. Close to internships, big business, art and culture.

Add messaging about health and life sciences and explain why IUPUI is an educational and economic powerhouse.

Move to the next phase of “Why not both?”

Continue to reinforce the brand image equity that we’ve established over the last four years.
IUPUI Positioning Statement  
(established summer 05)

With Indiana University-Purdue University Indianapolis (IUPUI), students, alumni, faculty, funders and citizens get an educational and economic powerhouse unique in America: Two world-renowned universities combining their prowess in science and technology, arts and humanities, business, health and life sciences, engineering and law – all in the thriving downtown of a world-class city where research and teaching can be advanced and applied through internships, partnerships, medical miracles and more.

(ad campaign based on this positioning statement)
IUPUI
Two world-renowned universities.
One dynamic campus.
“With Indiana University-Purdue University Indianapolis, students, alumni, faculty, funders, and citizens get an educational and economic powerhouse unique in America: Two world-renowned universities combining their prowess in science and technology, arts and humanities, business, medicine, engineering and law – all in the thriving downtown of a world-class city where research and teaching can be advanced and applied through internships, partnerships, medical miracles and more.”

— Chancellor, Charles R. Bantz
IUPUI:
Two world-renowned universities on one campus.
An educational and economic powerhouse focused on life and health sciences.

Find out why. www.iupui.edu

Professor, Linda Malkus, IU School of Medicine: Her investigations of DNA replication and biomarkers have led to important new diagnostic/prognostic tools for cancer detection and treatment.
IUPUI:
Two world-renowned universities on one campus.
An educational and economic powerhouse in
arts and humanities.

Find out why. www.iupui.edu

Eric Sickels, IU School of Education: A self-acknowledged “people person,”
Eric loves diving into volunteer opportunities — both on campus and off
— in addition to his teacher training. The Knightstown native helped run
IUPUI’s recent “Coats for Kids” drive, and has regularly joined in campus
Indiana University-Purdue University Indianapolis

IUPUI:
Two world-renowned universities on one campus.
An educational and economic powerhouse in business.

Find out why. www.iupui.edu

Lisa Hughes, IU Kelley School of Business: As a graduate Lisa, mock text follows: vknjkj self-acknowledged "people person," Eric loves diving into volunteer opportunities — both on campus and off — in addition to his teacher training. jkhvjkjhnok:jikkz:nl/fsnx/flkfr/kunj/lnk/fltkvuu.n u vi v.k.x.kjek:kjelkmvckmxflkmlbbm..
IUPUI:
Two world-renowned universities on one campus. An educational and economic powerhouse in Engineering and technology.

Find out why. www.iupui.edu

Yoobin Chen, the associate dean of research in the Purdue School of Engineering & Technology. Chen is the director of IUPUI’s Advanced Vehicle Technology Institute, which is heavily involved in leading-edge hybrid vehicle technology.
IUPUI: Two world-renowned universities on one campus.
An educational and economic powerhouse in Science.

Find out why. www.iupui.edu

Will Hartzell-Baird, Purdue School of Science: The Bepko Scholar, a sophomore in the school’s computer science department, puts his gameplaying skills to use—especially in chess—as he works with Indianapolis-area youngsters in need of role models, mentors and guidance. He’s already putting his computer expertise to use, creating nearly half-a-dozen computer games of his own, with more on the way.
IUPUI:
Two world-renowned universities on one campus.
An educational and economic powerhouse in community engagement.

www.iupui.edu
QUESTIONS, COMMENTS OR SUGGESTIONS FOR INDIVIDUALS APPEARING IN THE PRINT ADS
2006 Advertising Update

Current Plan:

Augment print and web advertising with new TV spots

• Four 30-second spots:
  — Exciting place to go to college
  — Exciting student life at IUPUI
  — Great faculty and student support
  — Educational powerhouse for Indiana

  (more lab and critical thinking shots professors and students interacting in production)
TV AND WEB SPOTS
AUGMENTING THE PRINT
IU Integrated Image/Advertising Update
IUPUI BANNER PROGRAM

**Problem:**
Over the years, the banner program has become fragmented and less cohesive and, as a result, has gotten off course. It no longer effectively spreads broad campus messages or supports a unified identity of the IUPUI campus.

The program has contributed to campus identity confusion rather than create a sense of unity and excitement.

**Solution:**
Establish a banner program to welcome visitors to campus and reinforce broad-based campus messaging in line with current marketing strategies for the campus.
QUESTIONS/COMMENTS