

*“Adayana customized their approach to meet our needs, and they helped us develop and implement an effective brand strategy. Adayana worked beside us every step of the process and shared their expertise to help me understand how to manage our brand and maintain our team’s excitement.”*

- Nicki Meneley  
Associate Executive Director  
Purdue Alumni



Loyalty lives here.

## Adayana Success Story

Purdue Alumni Association builds a brand from the inside out

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## Situation

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The Purdue Alumni Association was experiencing perception versus reality. While the Association was making bold moves in new programming for young alumni, great strides in diversity, more actively partnering with various other University alumni groups, and adding key new staff members, many still perceived that the Association was still about a narrower, older alumni focus. Research was showing that many dues-paying members and prospects alike were unaware of member benefits.

The University had recently introduced a new strategic plan, and the timing was right for the Purdue Alumni Association to define its brand, craft a new strategic plan, and unite its staff and key volunteers via a set of focused brand communication messages, both internal and external.

## Solution

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To achieve this success, Adayana guided the Purdue Alumni Association through the Adayana Inside-Out Branding™ process. The Adayana team worked with the Association to conduct new market research and to analyze those findings along with existing market research to understand current attitudes, needs, and behaviors of Purdue Alumni Association members, volunteers, and staff.

Adayana facilitated an Executive Branding Session with a key group of volunteers, staff, and other non-involved alumni invited to participate. Outcomes from this group were then tested through focus groups comprised of a diverse group of Purdue Alumni members, prospects and former members, young and old, in a variety of geographical locations.

The team aggregated that feedback to develop a Brand Position Statement, which defined the new brand and guided the development of a set of brand values. During the process, it was discovered that the old identity did not reflect the “new” Association. A new logo and tagline were introduced along with a shorter nomenclature: “Purdue Alumni.”

Then, a carefully constructed audience pyramid was created to guide the rollout of the new brand, from the inside out. Instructor-led Living the Brand training helped all staff, current Board members and a wider group of local alumni club leaders throughout the country to understand the new brand, values and how they could actively participate in living the Purdue Alumni brand in all they do. Adayana also developed e-Learning courses to get new Board members quickly up to speed along with any new staff hires.

The staff immediately initiated an effective brand moment recognition program and incorporated the new values into all their activities. Adayana then teamed up with a group of key leaders to

develop a new Strategic Plan that reflected the new brand. A new staff structure and volunteer committee structure quickly followed to better parallel the brand and strategic initiatives.

Once the internal rungs of the audience pyramid were fully informed and trained in the new brand, an aggressive, innovative, and contemporary external campaign was launched to introduce the new brand to the University as a whole, and to all alumni and friends of Purdue. Elements included a high energy brand video, updated website, magazine redesign and focus, radio spots, and numerous other target message delivery vehicles.

## Success

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Success of the Purdue Alumni Association has continued to grow since its successful brand implementation. Adayana conducted a survey one year after the brand launch, which showed that staff and leaders of local Purdue Alumni Association clubs responded positively to the changes. It also showed that most Purdue alumni who were surveyed described the Association in terms of its new brand. More importantly, staff member enthusiasm about work increased, and members are recognizing more benefits provided to them.

Two years after the brand launch, the momentum is not only continuing, but still growing. The staff continues to utilize the values to build and evaluate programming and the volunteer network, including the clubs and networks around the world, is incorporating the brand into their locales. Heard more and more in volunteer and staff meetings alike are the questions: *Does that idea fit our brand? Are we really living that value as well as we can?*

The brand of Purdue Alumni is setting the course for all the Association does each and every day.