**IPFW**

### Satisfaction

- **Value**
  - Authority
  - Availability

- **Testimonials**
  - Platform
  - Essence and Expectations
  - Degree Offerings
  - Service Offerings
  - Features & Benefits
  - Tag Line (if appropriate)

**BRAND—IPFW**

- **Audience Segments**
  - University
  - Faculty
  - Staff
  - Student
  - Alumni

- **Media Considerations**
  - Traditional
  - Digital
  - Print
  - On-Hold
  - Social Media

- **Inside IPFW**
  - CATV
  - Campus Signage
  - and Grounds

**Satisfaction**

- **Value**
  - Authority
  - Availability

- **Aspirational**
  - Platform
  - Essence and Expectations
  - Degree Offerings
  - Features & Benefits
  - Tag Line (if appropriate)

**SUB-BRAND—ARTS AND SCIENCES**

- **Audience Segments**
  - Prospective
  - Existing
  - General Studies

- **Media Considerations**
  - Traditional
  - Digital
  - Print
  - On-Hold
  - Social Media

**SUB-BRAND—ENGINEERING, TECHNOLOGY, AND COMPUTER SCIENCES**

- **Audience Segments**
  - Prospective
  - Existing
  - Industry

- **Media Considerations**
  - Traditional
  - Digital
  - Print
  - On-Hold
  - Social Media

**SUB-BRAND—HEALTH AND HUMAN SERVICES**

- **Audience Segments**
  - Prospective
  - Existing
  - Healthcare

- **Media Considerations**
  - Traditional
  - Digital
  - Print
  - On-Hold
  - Social Media

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**Our Promise**

- **Platform**
  - Essence and Expectations
  - Degree Offerings
  - Service Offerings
  - Features & Benefits
  - Tag Line (if appropriate)

- **Inside IPFW**
  - CATV
  - Campus Signage
  - and Grounds