

## 2011 SYNDICATED LINE-UP

Cogent Research is pleased to announce our 2011 syndicated research report agenda. This calendar reflects our continued commitment to providing clients with custom, quality research insights in a syndicated package. Our Perspective Series™ has grown substantially over the past five years, from our inaugural Investor Brandscape™ study to our most recent success exploring the institutional markets. Our Discovery Series™ includes several “perennial” favorites, as well as opportunities to investigate new and emerging topics.

### 2011 PERSPECTIVE SERIES™

#### Retail Brandscape™ Reports

Understanding what drives product and brand selection is critical to the success of any brand and customer loyalty initiative. Cogent offers the most comprehensive evaluation of the advisor and investor landscapes, pinpointing awareness, perceptions, usage, share of wallet, and loyalty towards investment distributors, mutual fund managers, ETF manufacturers, and VA providers. These studies track changes in attitudes, behavior, and product usage over the past four years.

##### Investor Brandscape™

4,000 investors with investable assets of \$100,000 or more, segmented by assets (with nearly 1,000 millionaires). Topics include:

- Investment Mindset
- Asset Allocation and Product Mix
- Relationship with Advisor
- Brand Equity and Momentum
- Client Experience /Satisfaction
- Retirement and Investment Trends

\$30,000 / December 2010

##### Advisor Brandscape™

Multi-channel study of 1,500 advisors across wirehouse, regional, bank, independent, and RIA channels. Topics include:

- Current and Future Product Usage
- Product Allocation
- Brand Equity and Momentum
- Advisor Brand Experience
- Advisor Brand Commitment
- Advisor Practice Trends

\$30,000 / June 2011

Ask about oversamples & proprietary questions



**Cogent's Retail Brandscape™ Reportals provide 24/7 online access to Brandscape™ data, enabling you to perform customized analysis and reporting on more than 50 attitudinal, behavioral, and user experience variables. From simple frequencies to crosstabs and nested crosstabs, the Reportal gives you the ability to look at all survey respondents or filter your analysis to focus on key target groups or brands. FOR 2011 ONLY – BUNDLED WITH BRANDSCAPE REPORTS™ AT NO ADDITIONAL COST!**

#### The Retirement Planscape™

This study examines the current state of the retirement plan landscape from the unique perspective of 2,000 plan sponsors. The study includes a comprehensive assessment of the plan selection process (including benefit priorities and decision drivers); attitudes and loyalty toward providers, advisors, consultants, and TPAs; and current unmet needs. Core metrics to be explored include the enrollment process, customer service, pricing, participant education, and investment options with an expanded focus on DCIO. Profiling is conducted at the plan-size level (small, medium, large) and by product type and plan structure. Sample reflects the geographic distribution of employers nationally.

\$30,000 / May 2011

Companion 403(b) report available for an additional \$10,000 / May 2011  
Retirement Planscape online reportal available for an additional \$10,000

See our new Discovery Series™ Report covering advisors' ESRP activities and their views of plan providers.

#### Institutional Investor Brandscape™ **NEW**

This study investigates emerging trends and attitudes among institutional investors, including corporate pensions, public pensions, Taft-Hartley plans, endowments, and foundations. It explores the asset manager selection process, specifically looking at the role of intermediaries and the importance of having a strong brand in this sector. The study also analyzes internal decision-making and the use of proprietary and outside research.

\$25,000 / September 2011

Institutional Investor Brandscape online reportal available for an additional \$15,000

## Investor-based Reports

**Emerging Investors Trends™** NEW

This report examines the mindset of Gen X&Y affluent investors through profiling and identifying behaviors and perceptions of distributors, mutual funds, VA, and ETF providers. A comparison to older investors provides invaluable information on how their needs and preferences are changing the investor marketplace. It also explores the impact of digital media on financial decision making.

Investment: \$7,500 / March 2011

**In-Retirement Income™**

This annual report provides the insights necessary for establishing retirement leadership by reporting on retirees' and pre-retirees' plans for retirement income, covering both the "what" and "when" for funding retirement. It explores awareness of and appetite for retirement income products. Also included is an in-depth evaluation of specific retirement income providers, as well as reasons for their success.

Investment: \$7,500 / April 2011

**Rollover Assets in Motion™**

This annual report examines affluent investors' retirement preparations in the current market and steps they are taking to secure their financial future. It explores plan asset flows, specifically those financial services firms best positioned to capture rollover assets and the reasons behind investors' brand preferences (with 3 years of trending analysis).

Investment: \$7,500 / April 2011

## Advisor-based Reports

**Retirement Plan Advisor Trends™**

This new report will explore the attitudes, behaviors, and preferences of the most critical players in the distribution process of employer-sponsored retirement plans (ESRPs) – advisors.

- Who sells ESRPs? What motivates them to sell ESRPs?
- Which advisors are the most successful and why?
- How do advisors choose providers to present to sponsors? What are the drivers of "inclusion"?
- What role do plan sponsors play in selection process?
- How many plans are presented to sponsors? Which get chosen most/least often? Which are "favored" by advisors? What are the drivers of "selection"?
- How is their current book distributed across providers?
- How satisfied are advisors with their current providers?
- How often do sponsors switch providers and why?
- Which plan providers are poised to grow/lose share?

Investment: \$15,000 / October 2011

**Advisor Rollover Assets in Motion™**

This report is an in-depth exploration of the approaches advisors are taking to attract and retain critical rollover assets. The report not only quantifies the value of IRA opportunity assets in real dollars and as a percentage of net new assets, but examines strategies advisors are using to gather rollover assets. The report looks at critical differences by channel in the success of winning over rollover assets to an advisor's business. And, importantly, the report looks at why some advisors are having tremendous success in rolling over retirement accounts while others lag behind. The report provides clear direction to advisors in winning a greater share of retirement dollars.

Investment: \$9,500 / February 2011

**SUBSCRIPTION & LICENSING OPTIONS**

Please contact [info@cogentresearch.com](mailto:info@cogentresearch.com), 617-715-7641 for more information about:

- Bundled subscription pricing, multi-year subscription discounts, custom oversamples
- Licensing and distribution
- Private label, co-branding, or sponsorship

**The \$100 Million Plus Advisor™** NEW

The \$100M plus advisors are recognized for their successful asset gathering and client relationship expertise. For investment product distributors, understanding the mindset of the most successful retail advisors will add to distribution capabilities and help drive increased revenue. This new report will focus on these forward-thinking industry leaders and offer insights that will help sell successfully to this key segment. Find out about their attitudes and behaviors toward investment trends, product allocation, brand preferences and loyalty and how they structure their business. Then put this insight to work to improve your distribution to these highly profitable advisors.

Investment: \$15,000 / June 2011

**Advisor Touchpoints 3.0™** NEW

This report will look at the preferred method (and frequency) of contact desired by financial advisors today. It evaluates the performance of leading brands overall and across various communications vehicles. Additionally, the report will examine the 360 degrees of the advisors' interaction with digital media and mobile technology. The Touchpoints study will explore how mobile technology is being used to both gather market information and to service clients. The report will also examine how social media is impacting advisors' marketing strategies and engagement with other financial professionals and product providers.

Investment: \$9,500 / July 2011

**Custom Research**

Our custom research produces "actionable insights" that inspire decisions and drive behavior. Solutions include customer loyalty, brand assessment and tracking, product development, and customer acquisition and retention modeling.

**SYNDICATED RESEARCH**

The most up-to-date, comprehensive understanding of emerging issues and trends lets us continuously generate insight and action strategies for clients. Products include research briefs, syndicated reports, and sponsored papers.

**Evidence-based Consulting**

Our proprietary data assets combined with client-supplied information and primary research produce powerful insights and recommendations toward product, trend, and client experience. The result is significantly improved bottom-line performance.

