

## ADVISOR BRANDSCAPE™: 2010

Measuring the Impact of Brand Equity & Momentum in the Advisor Marketplace

Cogent Research's Advisor Brandscape™ is the most current and comprehensive quantitative examination of advisors across all major distribution channels and provides critical insights into the current and future advisor-sold product mix. This annual report also explores preferences and trends within specific product categories, and includes detailed assessments and brand metrics for individual providers.

### 2010 ADVISOR BRANDSCAPE™ WILL HELP EXECUTIVES:

#### CREATE THE RIGHT PRODUCT PIPELINE

Cogent's market projections of products in the growth and decline phases ensure you know where to focus your product pipeline.

#### OPTIMIZE YOUR DISTRIBUTION STRATEGY

Cogent's advisor profiles ensure you understand the specific types of advisors that sell more (or less) of specific products and brands.

#### PINPOINT YOUR BRAND POSITIONING

Cogent's brand equity score measures your ranking relative to other top investment providers.

#### LEVERAGE DRIVERS OF ADVISOR LOYALTY

Gain an understanding of what drives advisor loyalty to ensure you have the perspective necessary to optimize your position.

#### WHO'S EVALUATED:

Mutual Funds

Variable Annuity providers

ETF providers

#### IN-DEPTH PROFILE OF ADVISORS BY:

- Distribution Channel
- Product Usage
- Tenure at Current Firm
- Number of Years in Industry
- Assets Under Management
- Compensation Structure
- Client Age and Affluence

#### METHODOLOGY:

Advisor Brandscape™ data is collected via a web-based survey amongst a nationally representative sample of over **1,500** registered financial advisors total, split between the following distribution channels:

- 300 RIAs
- 400 National wirehouse brokers
- 300 Regional brokers
- 300 Independent planners
- 200 Bank representatives

The sample is stratified to allow for subgroup analysis by Assets under management (AUM), distribution channel, product usage, and more.

Data is collected in April 2010.

#### VALUE:

Clients have successfully used this comprehensive report to drive overall brand strategy, as well as specific initiatives around product development, distribution, and marketing communications.

The report allows subscribers to:

- Enhance segmentation strategy and targeting efforts
- Improve marketing and communications
- Boost profitability by identifying client growth/loss segments
- Strengthen competitive positioning by discovering which competitors are significant threats, and which are weak
- Identify numerous opportunities to enhance market share
- Spark corporate action

#### RIGOR = ACCURACY

Relying on more than a decade of custom research experience, Cogent brings a level of rigor to the world of syndicated research that is unrivaled. It's difficult and unglamorous, but essential to delivering insights you can bank on.

## INSIDE THE REPORT

### Brand Insights for Mutual Funds, VAs and ETFs

- Unaided brand consideration
- Aided brand awareness
- Share of market, share of book of business
- Imagery associations with major brands
- Brand impression scores among users and prospective users
- Brand connection (interaction with wholesaler, ad awareness, visited website, shared educational materials with clients, participated in a value-added seminar, etc.)
- Brand loyalty
- Brand satisfaction
- Overall intent to continue/stop selling
- Battery of 12-15 attributes on advisor experience (e.g. sales support, investment performance, fees, range of products, stability, etc.)
- Differences in product dynamics by channel

### Financial Advisor profiles

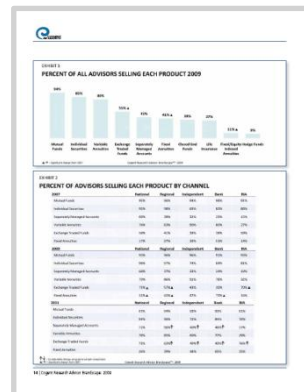
- Gender, age, and tenure at current firm
- Number of years in industry
- Distribution Channel
- Assets under management
- Team vs. individual book of business management
- Satisfaction with current firm
- Likelihood to move to a new firm
- Most likely new firm destination
- Client profile (affluence, number of clients, age)

### ESRP Metrics

- Current business allocation
- Likelihood to start selling ESRP plans in next two years
- Which firms advisors work with to administer ESRPs
- Likelihood to recommend ESRP providers to colleagues

### Book of Business Overview

- % of assets managed vs. passive investments
- Financial advisors' current and future product usage and allocation
  - What product classes are growing/shrinking and by how much
  - Reasons for increase/decrease in product usage



Compelling charts & tables

Rich, insightful commentary & analysis

Data cuts by multiple segments

## DELIVERABLES & TIMING

### DELIVERABLES:

- **Strategic Report:** In-depth analysis of survey questions, detailed summary of findings and specific implications for individual investment providers.
- **On-Site Strategy Session & Presentation Deck:** Customized presentation designed to deliver actionable results and facilitate strategic planning.

### TIMING:

- Survey fielded: April 2010
- Analysis and development: May to June 2010
- Report delivery: June 2010

**RESEARCH INVESTMENT:** \$20,000 USD

For more  
information contact:

[info@cogentresearch.com](mailto:info@cogentresearch.com)

617-715-7641

Ask us about the companion online report for unlimited custom data cuts (priced at \$10,000)

#### 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 and services include research briefs, syndicated reports, and sponsored papers.

#### Evidence-based Consulting

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

