

## DC Investment Manager Brandscape™ 2011

*Measuring the impact of Brand and Loyalty Among Defined Contribution Plan Sponsors*

Gain insight into the needs of the plan sponsor with the DC Investment Manager Brandscape™ 2011 report. 1,606 plan sponsors evaluated 36 DCIO providers in terms of awareness, perception, satisfaction, and loyalty.

### Areas of Inquiry

#### DC/DCIO Providers

- Brand equity
  - Awareness
  - Consideration
  - Impression
- Market differentiation
  - Perception based on 12 core attributes
- Experience
  - Satisfaction levels
  - Loyalty

#### Plan Trends

- Plan design trends (auto-enrollment, QDIAs, etc.)
- Number of investment options on a platform
- Product usage (target funds, ETFs, mutual funds, managed accounts, etc.)
- Intermediary relationships

### Methodology

DC Investment Manager Brandscape™ data were collected via a web-based survey among a representative cross-section of retirement plan sponsors.

Data were collected in March 2011.

The sample is stratified to allow for subgroup analysis by level of plan assets, number of plan participants, employer industry, geography, and more.

1,606 401(k) plans are segmented by assets as follows:

- 490 Micro 401(k) plans
- 433 Small 401(k) plans
- 340 Medium 401(k) plans
- 211 Large 401(k) plans
- 132 Mega 401(k) plans

Sample design is developed by analyzing U.S. retirement plan data from plan sponsor Form 5500 filings. Strict quotas are set and any/all necessary back-end statistical weighting is applied.

### Deliverables

- **Strategic Report:** In-depth analysis of survey questions, detailed findings and strategic recommendations
- **On-site Strategy Session & Presentation Deck:** Customized presentation designed to deliver actionable results and facilitate strategic planning

**Research Investment:** \$20,000 USD

### DC/DCIO Asset Managers Evaluated

American Century  
 American Funds  
 BlackRock  
 Capital Guardian  
 Columbia Funds  
 Davis Funds  
 Dimensional Fund Advisors  
 Dodge & Cox  
 Dwight Asset Management  
 DWS Investments  
 Eaton Vance  
 Federated Investors  
 Fidelity Investments  
 Franklin Templeton  
 Galliard Capital  
 Management  
 Goldman Sachs  
 Hartford Mutual Funds  
 ING  
 Invesco  
 Ivy Funds  
 Janus Capital Management  
 John Hancock Funds  
 J.P. Morgan  
 Legg Mason  
 Loomis Sayles  
 Lord Abbett  
 MFS  
 Northern Trust Investments  
 OppenheimerFunds  
 PIMCO  
 Principal Global Investors  
 State Street Global  
 Advisors  
 TIAA-CREF  
 T. Rowe Price  
 Vanguard  
 Wells Fargo

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