

INSTITUTIONAL INVESTOR BRANDSCAPE™ 2011

Identifying Key Trends in Investment Strategy and Asset Manager Selection, Usage, and Loyalty

Institutional Investor Brandscape™ examines the behaviors and attitudes of senior investment professionals across DB Plans, Foundations, Endowments, and other Tax Exempt organizations. The report covers overall trends in asset allocation and investment strategies, the variables that lead to selection, and the current state of brand equity, differentiation, and loyalty in this critical market.

This report will help you:

- **Increase Acquisition Potential** by identifying market segments and core competitors where your greatest opportunities exist, as well as by identifying brand imagery that drives consideration
- **Minimize Attrition Probability** by revealing your product and service-related strengths and weaknesses, understanding where your competitive threats exist, and identifying the areas that drive satisfaction
- **Maximize Your Brand Equity** by understanding your current competitive positioning on core metrics of awareness and favorability, as well as how your brand performs today on critical brand imagery areas

Areas of Inquiry

Current/Future Asset Allocation

- Distribution of assets by asset class; proportion of active vs. passive; breakdown of domestic, global and emerging markets
- Expected changes in asset allocation and specific drivers of these changes (desired outcomes)

Current/Future Investment Strategy Trends

- Current/future use of outcome-oriented asset allocation strategies (including LDI), opportunistic/free to roam mandates, and investment outsourcing/implemented consulting
- Likely/actual provider used for investment outsourcing

Asset Manager Selection Process

- Number of asset managers currently used, and number likely to add over next 12 months
- Importance of specific criteria in selecting new manager (15 metrics)
- Typical tenure of asset manager by asset class

Brand Equity and Brand Differentiation

- Aided awareness and overall impression of broad asset managers
- Unaided and aided consideration of leading broad asset managers overall and by asset class
- Perceptions of leading broad managers across 15 brand imagery attributes
- Advertising recall

Evaluation of Asset Managers

- Distribution of assets across broad vs. specialized managers
- Proportion of assets allocated to leading broad asset managers by asset class
- Loyalty to and satisfaction with asset managers across 15 metrics
- Asset managers likely to drop in next 12 months and specific reasons for dropping

Methodology

Data collected via a web-based survey of a representative sample of 600+ institutional investors with at least \$20 million in assets. Data collected in Fall 2011.

Deliverables: November 2011

- Strategic report with in-depth written analysis of survey results, industry commentary, and 100+ charts and graphs
- On-site strategy session and customized presentation deck
- Detailed SWOT analysis tailored to your brand

Click here for more information or call us at 888-962-3312

Research Investment: \$30,000

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.