Perspective Series

SYNDICATED RESEARCH

INVESTOR BRANDSCAPE™ 2011

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

The fourth edition of the leading industry benchmark for brand preference and product usage among affluent investors, Investor Brandscape™ is a cornerstone of any branding, marketing on distribution strategy. Tracking the attitudes and behaviors of affluent investors since 2006, the report explores investors' awareness, perceptions, usage, share of wallet, and loyalty to the top investment distributors, mutual fund managers, ETF manufacturers, and VA providers in the US today.

PERSPECTIVE = ENLIGHTENMENT

5-year Trending information for all leading product providers offers unprecedented industry perspective.

Who's Evaluated?

Advisors

Distributors

Mutual Fund Companies

ETF Providers

Variable Annuity Providers

AREAS OF INQUIRY

Product Usage Trends – How does risk tolerance and other factors affect product selection and allocation?

The Role of Advisors – Who uses an advisor and to what extent? How satisfied and loyal are investors to advisors? Why do some investors use advisors and have (will) their behaviors change?

Asset Allocation and Product Mix– What products are investors using, to what extent, and why?

Brand Equity and Momentum – What brands dominate the landscape, and who are the emerging players? Are markets expanding or shrinking, and what is the role of brand in this dynamic environment?

What's new in 2011

- Satisfaction with 401(k) providers
- Advertising Awareness for distributors and mutual fund providers
- Distributor brand engagement
- Mutual fund asset class allocation
- ETF provider unaided consideration

METHODOLOGY

Investor Brandscape™ data is collected via a web-based survey among a representative cross-section of over 4,000 US adults with investable assets of $100,000 or more.

Data is collected in October each year over a two-week period.

The sample is stratified to allow for subgroup analysis by assets, income, education, age, generation, gender, distribution channel, advisor usage, and other key variables.

- 400 Emerging Affluent Investors ($100K – $500K)
- 1,800 Affluent Investors ($500K – <$2 million)
- 1,800 High Net Worth Investors (2 million or more)

Sample design has been developed through an analysis of MorningStar and Money Management Directory (MMD) data sources. Quotas are set to provide sufficient coverage of desired segments. As needed, back-end statistical weighting techniques are applied to reflect representativeness.

VALUE

Clients have successfully used this comprehensive report to drive overall brand strategy,as well as to inform 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

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COGENT RESEARCH

INSIDE THE REPORT

Over 200 pages!

Report Sections

Affluent & High Net Worth Investors
- Planning & Retirement Preparedness
- The Investor/Advisor Relationship
- Investment Product Allocations

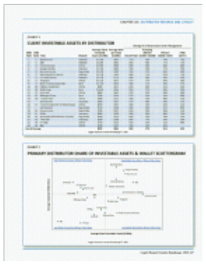
Distributor Relationships
- Brand Equity
- Market Share
- Revenue & Loyalty
- Competitive Threats & Opportunities

Mutual Fund, ETF, and VA Provider Relationships
- Brand Equity
- Market Share
- Revenue & Loyalty
- Competitive Threats & Opportunities

CoReScore™

A comprehensive measure of brand momentum based upon a unique set of metrics.

Rich insightful analysis



Compelling charts and tables

Competitive Threats & Opportunities

Data cuts by multiple segments

DELIVERABLES & TIMING

DELIVERABLES

Strategic Report: In-depth analysis of survey questions, detailed findings & strategic recommendations.

On-site Strategy Session & Presentation Deck: Customized presentation designed to deliver actionable results and facilitate strategic planning.

Custom Analysis: Additional custom data cuts and survey work by senior analysts available

Reportal Access: 24/7 Online access to Investor Brandscape data available for customized analysis (Complimentary for 2011 only).

TIMING

Survey Fielding: October 2010

Analysis and development: November–December 2010

Report delivery: Dec 2010

On-site strategy sessions and presentation decks:
Being scheduled now for January 2011

Research Investment: $30,000 USD

For more information contact:
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COGENT RESEARCH

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 and comprehensive understanding of emerging issues and trends lets us continuously generate insight and action strategies for clients. Products and services include white papers, syndicated reports, and "sponsored" papers.

Evidence-based Consulting

Our own proprietary data assets combine 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.