

INVESTOR BRANDSCAPE® 2012

Measuring the impact of Brand and Loyalty on Revenue in the Affluent Marketplace

Investor Brandscape®, the leading industry benchmark for brand preference and product usage among affluent investors, has been tracking the attitudes and behaviors of affluent investors since 2006. The report explores trends and current investor awareness, perception, usage, share of wallet, and loyalty to the top investment distributors, mutual fund managers, and ETF and variable annuity providers.

A CORNERSTONE OF BRANDING, MARKETING AND DISTRIBUTION STRATEGY

- 5-year trending information for all leading product providers
- Critical brand metrics for leaders in mutual fund, ETF and variable annuities

Value

This report will help executives drive brand strategy, inform product development initiatives, evaluate distribution strategy, and develop more effective 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
- Identify opportunities to enhance market share

Areas of Inquiry

- **Product Usage Trends** – How do 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 confident are investors with their advisors? Why do some investors use advisors and how 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?

Who's Evaluated?

Advisors
 Distributors
 Mutual Fund Companies
 ETF Providers
 Variable Annuity Providers

Methodology

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**.

The sample is stratified to allow for subgroup analysis by assets, income, education, age, generation, gender, distribution channel, advisor usage, and other key variables. Strict quotas are set and any/all necessary back-end statistical weighting is applied prior to analysis.

Data collection: October 2011

125 CambridgePark Drive
 Cambridge, MA 02140
 PH 617-441-9944
 FX 617-441-9966

www.cogentresearch.com
 info@cogentresearch.com

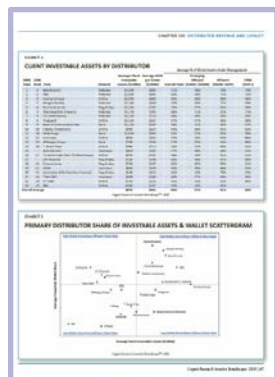


For more information contact:
 info@cogentresearch.com
 888-962-3312

INSIDE THE REPORT



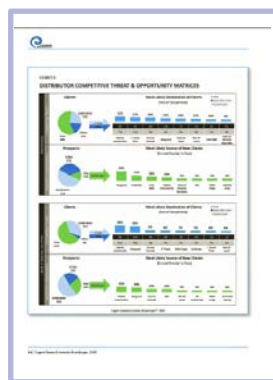
Rich, insightful analysis



Compelling charts and tables



Data cuts by multiple segments



Competitive threats & opportunities

Report Sections:

Affluent & High Net Worth Investors

- Planning & Retirement Preparedness
- The Investor/Advisor Relationship
- Investment Product Allocations

Distributor Relationships

- Brand Equity
- Drivers of Consideration & Loyalty
- Market Share
- Revenue & Loyalty
- Competitive Threats & Opportunities

Mutual Fund, ETF, and VA Provider Relationships

- Brand Equity
- Drivers of Consideration & Loyalty
- Market Share
- Revenue & Loyalty
- Competitive Threats & Opportunities

CoRe Score™

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

DELIVERABLES & TIMING

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

Report Sections:

- **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.

Timing:

- Survey fielded: Oct 2011
- Analysis and development: Nov–Dec 2011
- Report delivery: Dec 2011
- On-site strategy sessions and presentation decks: Scheduling now for January 2012

Research Investment : \$30,000

Gain online access to the Investor Brandscape™ data for customized analysis: \$10,000

For more information contact:
info@cogentresearch.com
 888-962-3312



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.