Maximizing Brand Impact

2022 Brand Research – Selected Global Results

November 15, 2022

Executive Summary:

A new study from Coalition Greenwich examines how asset managers can maximize the impact of their brands. Study participants shared the role brand plays in their manager selections, key differentiators among managers and brands, channels through which they learn about asset managers, and the impact of thought leadership on their perceptions of asset management brands.

Methodology:

Coalition Greenwich's Brand Research aims to provide a deeper understanding of what institutional investors value and what asset managers can do to maximize their brand impact.

Results are based on 298 interviews with key investment decision makers at large institutions across North America, EMEA, and APAC. Interviews took place from June through August of 2022.

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