Beyond the Value Proposition: Branding Best Practices for Institutional Asset Managers

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Executive Summary:

The growing importance of branding is reflective of the rapid evolution of the asset management industry in the post-crisis era. In the institutional market, investors'desire for advice and support offers large, new opportunities for firms able to position themselves as providers of counsel and holistic solutions.

However, getting in front of those investors is harder than ever due to the time pressures facing staff at resource-constrained institutions.

In this environment, a strong brand that communicates a firm's value proposition to the marketplace can be a critical asset to both large and small managers alike.

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