The strategic imperative of brand tracking in capital markets

September 16, 2026
Executive Summary:

In capital markets, where products and services are often complex, intangible and highly regulated, brand is a critical differentiator. Recent research found that intangible assets, including brand, account for 92% of the total market value of companies in the S&P 500. Whether you are an investment bank, asset manager, trading platform, or market infrastructure provider, your brand shapes how you are perceived by clients and prospects before the conversation begins.

Methodology:

This research is based on responses gathered from 84 institutional financial services firms in Q2 2026. Respondents included global investment banks, exchanges, brokerage firms, asset managers, hedge funds, and fintech providers.

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products and services and about investment practices in relevant financial markets. Crisil Coalition Greenwich compiles the data received, conducts statistical analysis and reviews for presentation purposes to produce the final results.

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