



# eVestment Brand Awareness Rankings

We rank the top asset management firms by brand awareness scores in Q2 2022 across multiple global, regional and asset class categories.

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# Executive Summary

Brand awareness is an important factor in the growth and long-term success of asset managers seeking to raise institutional assets. Brand awareness simultaneously addresses the questions of how willing asset owners and consultants are to turn to your firm and how interested they are in your various offerings. Awareness is an early stage in an asset owner's path to successfully completing a mandate. Furthermore, it can impact asset owners' decisions to maintain allocations and consultants' desire to continue recommending managers.

Managers effective in creating brand awareness stand out from their peers, an advantage when competing in a crowded industry. In an attempt to quantify this intangible, we use a metric based on both asset owner and consultant viewership in the eVestment database as a proxy for brand awareness at the combined firm and product levels.

In this Q2 2022 update of brand awareness scores, we provide the metrics involved in determining brand awareness scores and show the Top 20 firms ranked by their brand awareness scores across multiple categories – including changes in scores from the prior quarter. We have also refined the qualification for brand awareness "Industry Leaders" to those firms who ranked high in at least five categories. Lastly, we highlight the importance of data population by including a list of highly viewed firms excluded from brand rankings due to failing to provide the basic metric of firm total AUM.



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Global Head of Research  
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## Q2 2022 Highlights:

BlackRock remained at the top of the Industry Leaders list for Brand Awareness among consultants for a third consecutive quarter and ranked at the top among asset owners. BlackRock is the only firm to be at the top of the Industry Leaders list for both asset owners and consultants, having accomplished this once before, in Q2 2021. The ranking this quarter was more impressive as BlackRock ranked among the Top 20 in every category for which they were eligible.

J.P. Morgan returned to the Industry Leaders list among consultants in Q2 2022 after a two-quarter absence. The firm ranked in seven top lists, one shy of all possible, only missing the Top 20 for Alternative & Hedge Funds. J.P. Morgan has been a mainstay among the Industry Leaders for its Brand Awareness rankings among asset owners.

Fiera Capital was the highest ranked non-US firm among consultants within its size category (large firms), for its regional presence in the Americas, and within the Equity category. The firm also ranked highly within the fixed income category for consultants, though both RBC and TD were ranked higher in that category.

In the Emerging firm category, Qtron Investments, Slow Capital and Paradigm Capital each saw their Brand Awareness scores rise among consultants to take the top three rankings, respectively. Qtron and Paradigm were also among the Top 20 in the Emerging firm category for asset owners in Q2. They were joined by Metis, Redwood, Channing, Riverwater, Bell and Bivium as the only firms in the Emerging category to be among the Top 20 for both consultant and asset owner Brand Awareness.



# About This Report

A brand is more than a name. A firm's brand represents collective opinions on its corporate actions, its products' perceived value, its services and people, and how effectively it presents each of these to the marketplace.

Brand awareness can be driven by several factors, including corporate actions, performance track records, thought leadership, personnel and stability, socially responsible initiatives including ESG and D&I practices and transparency related to each of these factors. Understanding the strengths, drivers and effects of brand awareness should be a central part of the growth strategy for any manager.

For asset managers targeting the institutional community, the Nasdaq eVestment platform is the primary place where each of these metrics can be thoroughly presented to, and consumed by, both consultant and asset owner audiences. Firms recognized for doing a combination of all of these items well will have high and positive brand awareness, which can only help when it comes to allocation decisions on both current and potential mandates.

In this updated report using Q2 2022 data, we take a look at the metrics behind determining a firm's relative brand awareness scores using eVestment data and see which managers had the highest brand awareness scores in Q2, and how that has varied by size, regional interests and by asset class.

Each firm's brand awareness score is calculated as the average of their firm awareness decile ranking and their product awareness decile rankings. For example, a manager whose firm awareness value is in the top decile (rank of "10") and whose product awareness is also in the top decile (rank of "10") will have a brand awareness score of 10. A manager whose firm awareness value is in the top decile (rank of "10") and whose product awareness is in the ninth decile (rank of "9") will have a brand awareness score of 9.5.

High brand awareness indicates that a firm has successfully garnered broad attention across their product lineup. To illustrate, we can use Apple as an example. Millions of consumers purchase iPhones every year (firm awareness) and many of those individuals will also own an iPad, iMac or AirPods (product awareness). The high number of unique buyers and the willingness of those buyers to be interested in multiple products signifies Apple has high brand awareness.

## Definitions of Terms

**Brand Awareness:** A combination of the breadth and depth of consultant and asset owner viewership of a firm and its products. Measured by the average of its firm awareness and product awareness scores, it represents the ability of a firm to garner consistent and sizeable attention across its product lineup.

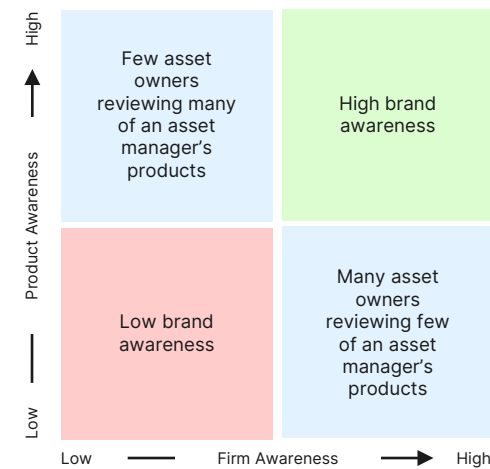
**Firm Awareness:** The diversity of attention a firm is able to command, measured by the quantity of individual consultants or asset owners that review at least one of a firm's products in a given period.

**Product Awareness:** The breadth of attention a firm is able to command within its product lineup, measured by the average number of distinct products reviewed per consultant or asset owner in a given period.

**Consultant Review:** A view of a product's profile by a consultant through one of the following areas of eVestment: full product profile, product fast facts, firm fast facts, interactive product profile and mobile profile.

**Asset Owner Review:** A view of a product's profile by an institutional asset owner through one of the following areas of eVestment: full product profile, product fast facts, firm fast facts, interactive product profile and mobile profile.

## Brand Awareness Matrix



## How We Calculate Brand Awareness

**Brand awareness** is a score between 1 and 10. It is calculated as the average of the decile ranks of two metrics, firm awareness and product awareness.

**Firm awareness** is measured by the number of unique asset owners or consultants that review a firm's products during a given period. The more unique individual viewers a firm has, the higher its firm awareness value and the higher its decile rank for this metric.

**Product awareness** is measured by the average number of distinct products reviewed per asset owner or consultant in a given period. The more of an asset managers' products a unique eVestment user views, the higher its product awareness value and the higher its decile rank for this metric.

## Different Measures of Brand Awareness

We take into account multiple factors which can drive the awareness of a brand, including the overall size of a firm, the regional preferences of eVestment users, the different asset class specialties of managers, and even the number of products a firm may offer or report to eVestment. For these reasons we chose to look at scores within multiple categories, listed below.

Within each category there is a brand awareness score calculated for consultants and a brand awareness score for asset owners, as each group has different tendencies and structures driving their product viewership.



### Global Brand Awareness

Global brand awareness scores use products' viewership data from eVestment asset owner and consultant clients across the world. Decile rankings for managers are computed relative to each subset of emerging (<\$2.5 billion), mid-sized (\$2.5 billion to \$40 billion) and large (>\$40 billion) firms to limit the impact of size on firm or product awareness values.



### Regional Brand Awareness

Regional rankings calculate brand awareness scores for eVestment asset owner and consultant clients based on the region in which the viewing clients sit. There are asset owner and consultant brand awareness rankings for the Americas, EMEA and APAC regions. Asset managers should be able to understand whether their firm's brand is stronger or weaker in different parts of the world.



### Asset Class Brand Awareness

Firms are ranked based on the global asset owner and consultant viewership of their products segmented by asset class, including equity, fixed income, multi-asset and hedge fund/alternatives. Firms which focus their efforts on one or two markets may only be concerned with their brand awareness within those categories.



### Single Product Brand Awareness

Because rankings can be skewed by firms which report only one product (these firms would always have a score of "1" under product awareness), the global, regional and asset class rankings require firms report a minimum of at least two products. There are many firms which report only a single product which also receive meaningful attention. Single product scores are calculated using the average of the deciles for unique number of viewers (the normal firm awareness ranking) and then total views of their product (a different measure of product awareness).



## Q2 2022 Brand Awareness Rankings Industry Leaders

On the following pages are the Top 20 ranked firms by consultant and asset owner brand awareness scores across (1) all clients and segmented by asset managers' AUM size, (2) for clients segmented by the region in which they viewed products' profiles, (3) for global clients and segmented by product asset class and (4) for firms reporting only a single product. First, however, it should be recognized that there are a few firms which consistently show up in Top 20 rankings. These firms stand out within the institutional community because their brand awareness is high among asset owners, high among consultants, high by region where these clients sit and high by the different asset classes in which they operate. These firms have truly exceptional brand awareness within the institutional community.



### Among Consultants:

Firm Name	Firm Country	# of Top Lists Made	Average Top List Score
BlackRock	United States	8	9.94
Vanguard	United States	7	10.00
J.P. Morgan Investment Management Inc.	United States	7	9.79
Acadian Asset Management LLC	United States	6	10.00
State Street Global Advisors	United States	6	9.92
T. Rowe Price	United States	5	10.00
Wellington Management Company LLP	United States	5	10.00
TD Asset Management Inc.	Canada	5	9.80
PIMCO	United States	5	9.70

### Among Asset Owners:

Firm Name	Firm Country	# of Top Lists Made	Average Top List Score
BlackRock	United States	8	9.81
Wellington Management Company LLP	United States	7	9.93
Schroder Investment Management Limited	United Kingdom	7	9.64
T. Rowe Price	United States	5	9.90
J.P. Morgan Investment Management Inc.	United States	5	9.80
MFS Investment Management	United States	5	9.80
AQR Capital Management LLC	United States	5	9.70
Goldman Sachs Asset Management	United States	5	9.60
AllianceBernstein L.P.	United States	5	9.50
PIMCO	United States	5	9.50

Firms in green are newly added to these lists for the current quarter.



# Q2 2022 Brand Awareness Rankings

## Global: Large Firms

These are the Top 20 firms ranked by brand awareness scores among consultants and asset owners across the world, segmented by asset management firm size.

### Among Consultants:

Firm Name	Firm Country	Brand Awareness Score (Q2'22 vs. Q1'22)
Wellington Management Company LLP	United States	10 (0)
Vanguard	United States	10 (0)
BlackRock	United States	10 (0)
State Street Global Advisors	United States	10 (0)
PIMCO	United States	10 (0)
T. Rowe Price	United States	10 (0)
Lazard Asset Management LLC	United States	10 (0)
Fiera Capital Corporation	Canada	10 (N/A)
Acadian Asset Management LLC	United States	10 (0.5)
RBC Global Asset Management	Canada	10 (0)
J.P. Morgan Investment Management Inc.	United States	9.5 (0)
Fidelity Investments	United States	9.5 (-0.5)
MFS Investment Management	United States	9.5 (0)
Northern Trust Asset Management	United States	9.5 (0)
Dimensional Fund Advisors LP	United States	9.5 (-0.5)
Baillie Gifford & Co	United Kingdom	9.5 (0)
Loomis, Sayles & Company, L.P.	United States	9.5 (0.5)
Wells Fargo Asset Management	United States	9.5 (0)
TD Asset Management Inc.	Canada	9 (-0.5)
American Century Investments	United States	9 (0)

### Among Asset Owners:

Firm Name	Firm Country	Brand Awareness Score (Q2'22 vs. Q1'22)
Wellington Management Company LLP	United States	10 (0)
Acadian Asset Management LLC	United States	10 (0)
T. Rowe Price	United States	10 (0)
Arrowstreet Capital, Limited Partnership	United States	10 (0)
MFS Investment Management	United States	9.5 (0)
BlackRock	United States	9.5 (-0.5)
Schroder Investment Management Limited	United Kingdom	9.5 (0)
J.P. Morgan Investment Management Inc.	United States	9.5 (0)
Baillie Gifford & Co	United Kingdom	9.5 (-0.5)
Vanguard	United States	9.5 (0)
GQG Partners LLC	United States	9.5 (0)
WCM Investment Management	United States	9.5 (0)
AQR Capital Management LLC	United States	9.5 (0.5)
Goldman Sachs Asset Management	United States	9.5 (0)
AllianceBernstein L.P.	United States	9 (-0.5)
Neuberger Berman	United States	9 (1)
PIMCO	United States	9 (-0.5)
Dimensional Fund Advisors LP	United States	9 (-0.5)
Mondrian Investment Partners Limited	United Kingdom	9 (1)
Lazard Asset Management LLC	United States	9 (-1)

Large Firm = Reported total AUM > \$40 billion.  
 Firms in green are newly added to the rankings for the current quarter.  
 "N/A" in the delta indicates firm was not included in last quarter's report.

# Q2 2022 Brand Awareness Rankings

## Global: Mid-Size Firms

These are the Top 20 firms ranked by brand awareness scores among consultants and asset owners across the world, segmented by asset management firm size.

### Among Consultants:

Firm Name	Firm Country	Brand Awareness Score (Q2'22 vs. Q1'22)
Axiom Investors	United States	10 (0.5)
Beutel, Goodman & Company Ltd.	Canada	10 (0)
Ariel Investments, LLC	United States	10 (0)
TimesSquare Capital Management, LLC	United States	10 (1.5)
Sit Investment Associates, Inc.	United States	10 (0)
EARNEST Partners, LLC	United States	9.5 (0)
Vulcan Value Partners LLC	United States	9.5 (0.5)
Leith Wheeler Investment Counsel Ltd.	Canada	9.5 (0)
Epoch Investment Partners, Inc.	United States	9.5 (0)
Jacobs Levy Equity Management	United States	9.5 (0)
Eagle Asset Management, Inc.	United States	9.5 (1.5)
Brandes Investment Partners, L.P.	United States	9.5 (0)
Kennedy Capital Management, Inc.	United States	9.5 (0)
Burgundy Asset Management Ltd.	Canada	9.5 (-0.5)
Comgest Global Investors	France	9.5 (N/A)
Westfield Capital Management Company, L.P.	United States	9.5 (0)
Calvert Research and Management	United States	9.5 (1)
Lyrical Asset Management LP	United States	9.5 (0.5)
Christian Brothers Investment Services, Inc.	United States	9.5 (0)
Foyston, Gordon & Payne Inc.	Canada	9.5 (0.5)

### Among Asset Owners:

Firm Name	Firm Country	Brand Awareness Score (Q2'22 vs. Q1'22)
Jacobs Levy Equity Management	United States	10 (0.5)
EARNEST Partners, LLC	United States	10 (0.5)
Kabouter Management LLC	United States	10 (1)
TimesSquare Capital Management, LLC	United States	10 (0.5)
Vulcan Value Partners LLC	United States	9.5 (0.5)
Axiom Investors	United States	9.5 (1)
Los Angeles Capital Management LLC	United States	9.5 (1)
Brandes Investment Partners, L.P.	United States	9.5 (0)
Intech Investment Management LLC	United States	9.5 (0.5)
DuPont Capital Management Corporation	United States	9.5 (1)
Shenkman Capital Management, Inc.	United States	9.5 (0)
Grandeur Peak Global Advisors	United States	9.5 (-0.5)
GlobeFlex Capital, L.P.	United States	9.5 (-0.5)
Beutel, Goodman & Company Ltd.	Canada	9.5 (0.5)
Xponance, Inc.	United States	9.5 (0.5)
KBI Global Investors (North America) Ltd.	Ireland	9.5 (1.5)
Brookfield Public Securities Group LLC	United States	9.5 (1)
Brown Capital Management, LLC	United States	9.5 (2.75)
Stewart Investors	United Kingdom	9.5 (1)
Jackson Square Partners, LLC	United States	9.5 (0.5)

Mid-Size Firm = Reported total AUM between \$2.5 and \$40 billion.  
 Firms in green are newly added to the rankings for the current quarter.  
 "N/A" in the delta indicates firm was not included in last quarter's report.

# Q2 2022 Brand Awareness Rankings

## Global: Emerging Firms

These are the Top 20 firms ranked by brand awareness scores among consultants and asset owners across the world, segmented by asset management firm size.

### Among Consultants:

Firm Name	Firm Country	Brand Awareness Score (Q2'22 vs. Q1'22)
Qtron Investments LLC	United States	10 (1.5)
Slow Capital Inc.	United States	10 (1.5)
Paradigm Capital Management, Inc.	United States	10 (1.5)
Huber Capital Management, LLC	United States	10 (0.5)
Dundas Partners LLP	United Kingdom	10 (0)
Advisory Research, Inc.	United States	10 (1)
Metis Global Partners, LLC	United States	9.5 (-0.5)
Redwood Investments, LLC	United States	9.5 (0)
V-Square Quantitative Management LLC	United States	9.5 (-0.5)
Channing Global Advisors LLC	United States	9.5 (0.5)
NZS Capital LLC	United States	9.5 (-0.5)
Denali Advisors, LLC	United States	9.5 (0)
Promethos Capital LLC	United States	9.5 (0)
Riverwater Partners LLC	United States	9.5 (0.5)
Bell Asset Management Limited	Australia	9.5 (N/A)
Seizert Capital Partners	United States	9.5 (-0.5)
Penn Capital Management Company, Inc.	United States	9.5 (-0.5)
Sterling Partners Equity Advisors LLC	United States	9.5 (0.5)
Bivium Capital Partners, LLC	United States	9.5 (-0.5)
Ativo Capital Management	United States	9.5 (-0.5)

### Among Asset Owners:

Firm Name	Firm Country	Brand Awareness Score (Q2'22 vs. Q1'22)
Metis Global Partners, LLC	United States	10 (0)
Bivium Capital Partners, LLC	United States	10 (2.5)
Locust Wood Capital Advisers, LLC	United States	10 (0.5)
Mark Asset Management, L.P.	United States	10 (0.5)
Bell Asset Management Limited	Australia	10 (N/A)
Nipun Capital, L.P.	United States	10 (2)
Affinity Investment Advisors, LLC	United States	10 (1.5)
Ecofin	United Kingdom	10 (1.5)
Arcus Investment Limited	United Kingdom	10 (0.5)
1492 Capital Management, LLC	United States	9.5 (0)
Riverwater Partners LLC	United States	9.5 (6.5)
Qtron Investments LLC	United States	9.5 (0)
Ranger Investment Management, L.P.	United States	9.5 (1.25)
Cape Ann Asset Management Limited	United Kingdom	9.5 (1)
Legato Capital Management, LLC	United States	9.5 (0.5)
Redwood Investments, LLC	United States	9.5 (0)
12th Street Asset Management Company LLC	United States	9.5 (0)
Channing Global Advisors LLC	United States	9.5 (-0.5)
Integrated Quantitative Investments LLC	United States	9.5 (1.25)
Paradigm Asset Management Co. LLC	United States	9.5 (-0.5)

Emerging Firm = Reported total AUM less than \$2.5 billion.  
 Firms in green are newly added to the rankings for the current quarter.  
 "N/A" in the delta indicates firm was not included in last quarter's report.



# Q2 2022 Brand Awareness Rankings

## Regional: Americas

These are the Top 20 firms ranked by brand awareness scores among consultant and asset owner clients that were located in this region at the time they viewed the firms' product profiles.

### Among Consultants:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
Vanguard	United States	Large	10 (0)
Wellington Management Company LLP	United States	Large	10 (0)
BlackRock	United States	Large	10 (0)
State Street Global Advisors	United States	Large	10 (0)
PIMCO	United States	Large	10 (0)
Fiera Capital Corporation	Canada	Large	10 (N/A)
T. Rowe Price	United States	Large	10 (0)
TD Asset Management Inc.	Canada	Large	10 (0)
Fidelity Investments	United States	Large	10 (0)
RBC Global Asset Management	Canada	Large	10 (0)
Northern Trust Asset Management	United States	Large	10 (0)
PGIM Fixed Income	United States	Large	10 (0.5)
Jarislowsky, Fraser Limited	Canada	Large	10 (0)
Pzena Investment Management, LLC	United States	Large	10 (0)
Loomis, Sayles & Company, L.P.	United States	Large	10 (0)
MFS Investment Management	United States	Large	10 (0)
Lazard Asset Management LLC	United States	Large	10 (0)
J.P. Morgan Investment Management Inc.	United States	Large	10 (0)
Acadian Asset Management LLC	United States	Large	10 (0)
Baillie Gifford & Co	United Kingdom	Large	10 (0)

### Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
Wellington Management Company LLP	United States	Large	10 (0)
Mondrian Investment Partners Limited	United Kingdom	Large	10 (0.5)
Northern Trust Asset Management	United States	Large	10 (0.5)
Jacobs Levy Equity Management	United States	Mid-Size	10 (0)
Acadian Asset Management LLC	United States	Large	10 (0)
Vanguard	United States	Large	10 (0)
T. Rowe Price	United States	Large	10 (0)
Baillie Gifford & Co	United Kingdom	Large	10 (0)
MFS Investment Management	United States	Large	10 (0.5)
EARNEST Partners, LLC	United States	Mid-Size	10 (0.5)
BlackRock	United States	Large	10 (0)
Schroder Investment Management Limited	United Kingdom	Large	10 (0)
GQG Partners LLC	United States	Large	10 (0.5)
Arrowstreet Capital, Limited Partnership	United States	Large	10 (0)
Connor, Clark & Lunn Investment Management Ltd.	Canada	Large	10 (0.5)
Morgan Stanley Investment Management	United States	Large	10 (0)
WCM Investment Management	United States	Large	10 (0)
Wells Fargo Asset Management	United States	Large	10 (1)
Goldman Sachs Asset Management	United States	Large	10 (0)
MetLife Investment Management	United States	Large	10 (0.5)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

Firms in green are newly added to the rankings for the current quarter.

"N/A" in the delta indicates firm was not included in last quarter's report.

## Q2 2022 Brand Awareness Rankings

# Regional: EMEA

These are the Top 20 firms ranked by brand awareness scores among consultant and asset owner clients that were located in this region at the time they viewed the firms' product profiles.

### Among Consultants:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
Lazard Asset Management LLC	United States	Large	10 (0)
BlackRock	United States	Large	10 (0)
State Street Global Advisors	United States	Large	10 (0)
Acadian Asset Management LLC	United States	Large	10 (0)
Allianz Global Investors	Germany	Large	10 (0)
Columbia Threadneedle Investments EMEA APAC	United Kingdom	Large	10 (0)
Dimensional Fund Advisors LP	United States	Large	10 (0)
Insight Investment	United Kingdom	Large	10 (0)
Axiom Investors	United States	Mid-Size	10 (0.5)
Robeco Institutional Asset Management B.V.	Netherlands	Large	10 (0)
Vanguard	United States	Large	10 (0)
J.P. Morgan Investment Management Inc.	United States	Large	10 (0)
Lyrical Asset Management LP	United States	Mid-Size	10 (0)
Polen Capital Management, LLC	United States	Large	10 (0)
American Century Investments	United States	Large	10 (0)
William Blair Investment Management, LLC	United States	Large	10 (0.5)
Baillie Gifford & Co	United Kingdom	Large	10 (0)
AllianceBernstein L.P.	United States	Large	10 (0)
Schroder Investment Management Limited	United Kingdom	Large	10 (0)
Northern Trust Asset Management	United States	Large	10 (0)

### Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
Wellington Management Company LLP	United States	Large	10 (0)
Arrowstreet Capital, Limited Partnership	United States	Large	10 (0)
Baron Capital	United States	Large	10 (1.25)
BlackRock	United States	Large	10 (0)
Schroder Investment Management Limited	United Kingdom	Large	10 (0)
Lazard Asset Management LLC	United States	Large	10 (0.5)
Columbia Threadneedle Investments EMEA APAC	United Kingdom	Large	10 (0.5)
Acadian Asset Management LLC	United States	Large	10 (0)
Goldman Sachs Asset Management	United States	Large	10 (0.5)
Franklin Resources, Inc.	United States	Large	10 (0.5)
PIMCO	United States	Large	10 (0)
AllianceBernstein L.P.	United States	Large	10 (0)
Nomura Asset Management	Japan	Large	10 (0)
J.P. Morgan Investment Management Inc.	United States	Large	10 (0)
Dimensional Fund Advisors LP	United States	Large	10 (0)
UBS Asset Management	Switzerland	Large	10 (0.5)
The TCW Group, Inc.	United States	Large	10 (1.75)
Janus Henderson Investors	United Kingdom	Large	10 (0.5)
Bridgewater Associates, LP	United States	Large	10 (0)
Liontrust Asset Management PLC	United Kingdom	Large	10 (0.5)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

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## Q2 2022 Brand Awareness Rankings

# Regional: APAC

These are the Top 20 firms ranked by brand awareness scores among consultant and asset owner clients that were located in this region at the time they viewed the firms' product profiles.

### Among Consultants:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
T. Rowe Price	United States	Large	10 (0.5)
Wellington Management Company LLP	United States	Large	10 (0)
Acadian Asset Management LLC	United States	Large	10 (0)
J.P. Morgan Investment Management Inc.	United States	Large	10 (0.5)
Franklin Resources, Inc.	United States	Large	10 (0.5)
Arrowstreet Capital, Limited Partnership	United States	Large	10 (0.5)
Wells Fargo Asset Management	United States	Large	10 (0)
Vanguard	United States	Large	10 (0.5)
Brown Advisory, LLC	United States	Large	10 (0.5)
TD Asset Management Inc.	Canada	Large	10 (0)
First Sentier Investors	United Kingdom	Large	10 (0.5)
Pzena Investment Management, LLC	United States	Large	10 (0)
WCM Investment Management	United States	Large	10 (0.5)
Cohen & Steers Capital Management, Inc.	United States	Large	10 (0)
Fisher Investments	United States	Large	10 (0)
Federated Hermes, Inc.	United States	Large	10 (1)
RBC Global Asset Management	Canada	Large	10 (0)
AllianceBernstein L.P.	United States	Large	10 (0)
Credit Suisse Asset Management	United States	Large	10 (0.5)
BlackRock	United States	Large	10 (0)

### Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
Wellington Management Company LLP	United States	Large	10 (0)
J.P. Morgan Investment Management Inc.	United States	Large	10 (0)
T. Rowe Price	United States	Large	10 (0)
Putnam Investments	United States	Large	10 (0.75)
MFS Investment Management	United States	Large	10 (0)
Columbia Threadneedle Investments North America	United States	Large	10 (0)
Janus Henderson Investors	United Kingdom	Large	10 (0)
BlackRock	United States	Large	10 (0)
AQR Capital Management LLC	United States	Large	10 (0)
Neuberger Berman	United States	Large	10 (0)
Nomura Asset Management	Japan	Large	10 (0.75)
Schroder Investment Management Limited	United Kingdom	Large	10 (0)
AllianceBernstein L.P.	United States	Large	10 (0)
American Century Investments	United States	Large	10 (0)
E Fund Management Co., Ltd.	China	Large	10 (0.5)
Amundi Asset Management	France	Large	10 (0)
Fidelity Investments	United States	Large	10 (0)
Allianz Global Investors	Germany	Large	10 (0)
Jacobs Levy Equity Management	United States	Mid-Size	10 (0.5)
Lazard Asset Management LLC	United States	Large	10 (0)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

Firms in green are newly added to the rankings for the current quarter.

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# Q2 2022 Brand Awareness Rankings

## Equity

These are the Top 20 firms ranked by brand awareness scores among consultants and asset owners only within the managers' Equity product offerings.

### Among Consultants:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
Wellington Management Company LLP	United States	Large	10 (0)
T. Rowe Price	United States	Large	10 (0)
Lazard Asset Management LLC	United States	Large	10 (0)
Vanguard	United States	Large	10 (0)
State Street Global Advisors	United States	Large	10 (0)
Acadian Asset Management LLC	United States	Large	10 (0)
Fiera Capital Corporation	Canada	Large	10 (N/A)
Dimensional Fund Advisors LP	United States	Large	10 (0)
BlackRock	United States	Large	10 (0)
Northern Trust Asset Management	United States	Large	10 (0)
Pzena Investment Management, LLC	United States	Large	10 (0)
Baillie Gifford & Co	United Kingdom	Large	10 (0)
Fidelity Investments	United States	Large	10 (0)
MFS Investment Management	United States	Large	10 (0)
American Century Investments	United States	Large	10 (0)
J.P. Morgan Investment Management Inc.	United States	Large	10 (0)
TD Asset Management Inc.	Canada	Large	10 (0)
Wells Fargo Asset Management	United States	Large	10 (0)
Arrowstreet Capital, Limited Partnership	United States	Large	10 (0)
Mawer Investment Management Ltd.	Canada	Large	10 (0)

### Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
Wellington Management Company LLP	United States	Large	10 (0)
Acadian Asset Management LLC	United States	Large	10 (0)
Arrowstreet Capital, Limited Partnership	United States	Large	10 (0)
MFS Investment Management	United States	Large	10 (0.5)
Jacobs Levy Equity Management	United States	Mid-Size	10 (1)
J.P. Morgan Investment Management Inc.	United States	Large	10 (0.5)
BlackRock	United States	Large	10 (0)
Mondrian Investment Partners Limited	United Kingdom	Large	10 (0.5)
Northern Trust Asset Management	United States	Large	10 (1.5)
Dimensional Fund Advisors LP	United States	Large	10 (0)
Baron Capital	United States	Large	10 (0.5)
Vulcan Value Partners LLC	United States	Mid-Size	10 (1)
Baillie Gifford & Co	United Kingdom	Large	9.5 (-0.5)
T. Rowe Price	United States	Large	9.5 (-0.5)
Schroder Investment Management Limited	United Kingdom	Large	9.5 (0)
WCM Investment Management	United States	Large	9.5 (-0.5)
GQG Partners LLC	United States	Large	9.5 (0)
EARNEST Partners, LLC	United States	Mid-Size	9.5 (0.5)
Neuberger Berman	United States	Large	9.5 (0.5)
AQR Capital Management LLC	United States	Large	9.5 (0)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

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## Q2 2022 Brand Awareness Rankings

# Fixed Income

These are the Top 20 firms ranked by brand awareness scores among consultants and asset owners only within the managers' Fixed Income product offerings.

### Among Consultants:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
PIMCO	United States	Large	10 (0)
Loomis, Sayles & Company, L.P.	United States	Large	10 (0.5)
PGIM Fixed Income	United States	Large	10 (0.5)
Vanguard	United States	Large	10 (0.5)
BlackRock	United States	Large	10 (0)
Income Research & Management	United States	Large	10 (0)
State Street Global Advisors	United States	Large	10 (0.5)
Wellington Management Company LLP	United States	Large	10 (0.5)
RBC Global Asset Management	Canada	Large	10 (0.5)
TD Asset Management Inc.	Canada	Large	10 (0.5)
Payden & Rygel	United States	Large	10 (0.5)
MacKay Shields LLC	United States	Large	10 (0.5)
Insight Investment	United Kingdom	Large	10 (0)
Goldman Sachs Asset Management	United States	Large	9.5 (0)
Fiera Capital Corporation	Canada	Large	9.5 (N/A)
Breckinridge Capital Advisors, Inc.	United States	Large	9.5 (0)
BlueBay Asset Management LLP	United Kingdom	Large	9.5 (0)
AllianceBernstein L.P.	United States	Large	9.5 (0.5)
J.P. Morgan Investment Management Inc.	United States	Large	9.5 (0.5)
Western Asset Management Company, LLC	United States	Large	9.5 (0)

### Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
Wellington Management Company LLP	United States	Large	10 (0)
MacKay Shields LLC	United States	Large	10 (1.5)
Schroder Investment Management Limited	United Kingdom	Large	10 (1.5)
MetLife Investment Management	United States	Large	10 (1)
Goldman Sachs Asset Management	United States	Large	10 (0.5)
Eaton Vance Management	United States	Large	10 (0)
Payden & Rygel	United States	Large	10 (0.5)
The TCW Group, Inc.	United States	Large	10 (1)
Nuveen, a TIAA Company	United States	Large	10 (1)
Invesco, Ltd	United States	Large	9.5 (0.5)
Columbia Threadneedle Investments North America	United States	Large	9.5 (0.5)
PGIM Fixed Income	United States	Large	9.5 (0)
PIMCO	United States	Large	9.5 (0)
Barings LLC	United States	Large	9.5 (0)
Ninety One (previously called Investec Asset Management)	United Kingdom	Large	9.5 (0)
Shenkman Capital Management, Inc.	United States	Mid-Size	9.5 (0)
AllianceBernstein L.P.	United States	Large	9.5 (0.5)
BlackRock	United States	Large	9.5 (0)
Neuberger Berman	United States	Large	9.5 (0.5)
Income Research & Management	United States	Large	9.5 (1.5)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

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## Q2 2022 Brand Awareness Rankings

# Multi-Asset

These are the Top 20 firms ranked by brand awareness scores among consultants and asset owners only within the managers' Balanced/Multi-Asset product offerings.

### Among Consultants:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
T. Rowe Price	United States	Large	10 (0)
BlackRock	United States	Large	10 (0)
Vanguard	United States	Large	10 (0)
Capital Group	United States	Large	10 (1.5)
Fidelity Canada Institutional	Canada	Large	9.5 (0.5)
State Street Global Advisors	United States	Large	9.5 (0.5)
Fidelity Investments	United States	Large	9.5 (-0.5)
J.P. Morgan Investment Management Inc.	United States	Large	9.5 (0)
Franklin Resources, Inc.	United States	Large	9 (1)
Manulife Investment Management	Canada	Large	9 (0)
PIMCO	United States	Large	9 (0)
Russell Investments	United States	Large	9 (1)
UBS Asset Management	Switzerland	Large	9 (0.5)
AllianceBernstein L.P.	United States	Large	9 (-0.5)
Newton Investment Management	United Kingdom	Large	9 (-0.5)
Invesco, Ltd	United States	Large	9 (-0.5)
AQR Capital Management LLC	United States	Large	9 (1)
DWS Group	Germany	Large	9 (1.5)
Principal Portfolio Strategies	United States	Large	9 (0.5)
Ninety One (previously called Investec Asset Management)	United Kingdom	Large	8.5 (0.5)

### Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
T. Rowe Price	United States	Large	10 (0.5)
Vanguard	United States	Large	10 (0)
BlackRock	United States	Large	10 (0)
AQR Capital Management LLC	United States	Large	10 (0)
Newton Investment Management	United Kingdom	Large	10 (1.75)
Fidelity Investments	United States	Large	10 (0.5)
State Street Global Advisors	United States	Large	9.5 (1.25)
Invesco, Ltd	United States	Large	9.5 (1.25)
Wellington Management Company LLP	United States	Large	9.5 (0.75)
J.P. Morgan Investment Management Inc.	United States	Large	9.5 (-0.5)
PIMCO	United States	Large	9.5 (0)
MFS Investment Management	United States	Large	9.5 (6)
Jarislowsky, Fraser Limited	Canada	Large	9 (5.5)
Principal Portfolio Strategies	United States	Large	9 (5.5)
QMA LLC	United States	Large	9 (5.5)
AllianceBernstein L.P.	United States	Large	9 (-0.5)
Fidelity Canada Institutional	Canada	Large	9 (0.75)
Goldman Sachs Asset Management	United States	Large	9 (-0.5)
Schroder Investment Management Limited	United Kingdom	Large	8.5 (-0.25)
Janus Henderson Investors	United Kingdom	Large	8.5 (-1)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

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# Q2 2022 Brand Awareness Rankings

## Alternative & Hedge Funds

These are the Top 20 firms ranked by brand awareness scores among consultants and asset owners only within the managers' Alternative/Hedge Fund product offerings.

### Among Consultants:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
Dynamic Beta investments LLC	United States	Emerging	10 (0.5)
AQR Capital Management LLC	United States	Large	10 (1)
P/E Investments	United States	Mid-Size	10 (1)
Renaissance Technologies LLC	United States	Large	10 (0)
Bridgewater Associates, LP	United States	Large	10 (0)
Elementum Advisors, LLC	United States	Mid-Size	10 (1)
Acadian Asset Management LLC	United States	Large	10 (0)
Capital Fund Management SA	France	Mid-Size	10 (2)
Aspect Capital Ltd.	United Kingdom	Mid-Size	10 (1)
Winton Capital Management Ltd.	United Kingdom	Mid-Size	10 (2)
Man Group	United Kingdom	Large	9.5 (0.5)
PIMCO	United States	Large	9.5 (0)
FORT LP	United States	Mid-Size	9.5 (0)
Mariner Investment Group, LLC	United States	Mid-Size	9.5 (0.5)
BlackRock	United States	Large	9.5 (0.5)
QMA Wadhvani LLP	United Kingdom	Emerging	9.5 (0.5)
Securis Investment Partners	United Kingdom	Mid-Size	9.5 (N/A)
Magnitude Capital, LLC	United States	Mid-Size	9.5 (0.5)
CQS (UK) LLP	United Kingdom	Mid-Size	9.5 (0.5)
36 South	United Kingdom	Emerging	9.5 (1)

### Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)
P/E Investments	United States	Mid-Size	10 (1)
Man Group	United Kingdom	Large	10 (0.5)
Renaissance Technologies LLC	United States	Large	10 (0)
Bridgewater Associates, LP	United States	Large	10 (0)
UBS Asset Management	Switzerland	Large	10 (1.5)
Pharo Management (UK) LLP	United Kingdom	Mid-Size	10 (3.25)
Lone Pine Capital, LLC	United States	Mid-Size	10 (N/A)
AXA Investment Managers	France	Large	10 (1.5)
Systematica Investments	United Kingdom	Mid-Size	10 (N/A)
Aspect Capital Ltd.	United Kingdom	Mid-Size	9.5 (-0.5)
Third Point, LLC	United States	Mid-Size	9.5 (0)
AQR Capital Management LLC	United States	Large	9.5 (0)
BlackRock	United States	Large	9.5 (2.75)
PIMCO	United States	Large	9.5 (0)
36 South	United Kingdom	Emerging	9.5 (0.5)
Janus Henderson Investors	United Kingdom	Large	9.5 (1)
First Quadrant L.P.	United States	Mid-Size	9.5 (2)
Perceptive Life Sciences Fund	United States	Mid-Size	9.5 (0)
Emso Asset Management Limited	United Kingdom	Mid-Size	9.5 (1.5)
Mariner Investment Group, LLC	United States	Mid-Size	9.5 (1)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

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# Q2 2022 Brand Awareness Rankings

## Single Product Firm

These are the Top 20 firms ranked by brand awareness scores among consultants for firms reporting only a single product to eVestment.

### Among Consultants:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)	Product Asset Class
Metropolis Capital Limited	United Kingdom	Emerging	10 (0)	Equity
Eagle Capital Management, LLC	United States	Mid-Size	10 (0)	Equity
Edgewood Management LLC	United States	Large	10 (0)	Equity
Ownership Capital B.V.	Netherlands	Mid-Size	10 (0)	Equity
Aikya Investment Management Limited	United Kingdom	Emerging	10 (0)	Equity
Genesis Investment Management, LLP	United Kingdom	Mid-Size	10 (0)	Equity
1060 Capital Management	United States	Emerging	10 (0)	Alts/HFs
Sanderson Asset Management LLP	United Kingdom	Mid-Size	10 (0)	Equity
Longview Partners (Guernsey) Limited	Guernsey	Mid-Size	10 (0)	Equity
Villanova Investment Management Company LLC	United States	Emerging	10 (0)	Equity
Fondsmæglerselskabet Maj Invest A/S	Denmark	Mid-Size	10 (0)	Equity
Spyglass Capital Management LLC	United States	Mid-Size	10 (0)	Equity
Moerus Capital Management LLC	United States	Emerging	10 (0)	Equity
Cantillon Capital Management	United States	Mid-Size	10 (0)	Equity
HS Management Partners, LLC	United States	Mid-Size	10 (0)	Equity
Palisades Investment Partners, LLC	United States	Emerging	10 (0)	Equity
Fithian LLC	United States	Emerging	10 (1)	Equity
Towle & Co.	United States	Emerging	10 (0.5)	Equity
Cartica Management, LLC	United States	Emerging	10 (0)	Equity
ATLAS Infrastructure	United Kingdom	Mid-Size	10 (0)	Equity

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

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# Q2 2022 Brand Awareness Rankings

## Single Product Firm

These are the Top 20 firms ranked by brand awareness scores among asset owners for firms reporting only a single product to eVestment.

### Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q2'22 vs. Q1'22)	Product Asset Class
Cantillon Capital Management	United States	Mid-Size	10 (0)	Equity
Genesis Investment Management, LLP	United Kingdom	Mid-Size	10 (0)	Equity
Eagle Capital Management, LLC	United States	Mid-Size	10 (0)	Equity
1060 Capital Management	United States	Emerging	10 (0)	Alts/HFs
Edgewood Management LLC	United States	Large	10 (0)	Equity
Cartica Management, LLC	United States	Emerging	10 (0)	Equity
Longview Partners (Guernsey) Limited	Guernsey	Mid-Size	10 (0)	Equity
Metropolis Capital Limited	United Kingdom	Emerging	10 (0)	Equity
Sanderson Asset Management LLP	United Kingdom	Mid-Size	10 (0)	Equity
Ownership Capital B.V.	Netherlands	Mid-Size	10 (0)	Equity
Fondsmæglerselskabet Maj Invest A/S	Denmark	Mid-Size	10 (0)	Equity
Haidar Capital Management LLC	United States	Mid-Size	10 (1)	Alts/HFs
Hoisington Investment Management Co	United States	Mid-Size	10 (2.25)	Fixed Income
Trinetra Investment Management LLP	United Kingdom	Emerging	10 (0)	Equity
AFL-CIO Housing Investment Trust	United States	Mid-Size	10 (1)	Fixed Income
Semper Augustus Investments Group LLC	United States	Emerging	10 (1)	Equity
Millstreet Capital Management LLC	United States	Emerging	10 (0)	Alts/HFs
Marshfield Associates	United States	Mid-Size	10 (0)	Equity
Spyglass Capital Management LLC	United States	Mid-Size	10 (0)	Equity
Mayar Capital Advisors Ltd	United Kingdom	Emerging	10 (0)	Equity

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# The Importance of Data Population for Building Brand Awareness

Asset managers, depending on the asset class of the products, can be expected to report a vast amount of data about their firm and products to eVestment. The information ranges from high-level firm details down to individual portfolio holdings, and every bit of information in between a consultant or asset owner would need to make informed comparisons and decisions. It is expected to be reported because asset owners and consultants rely on it.

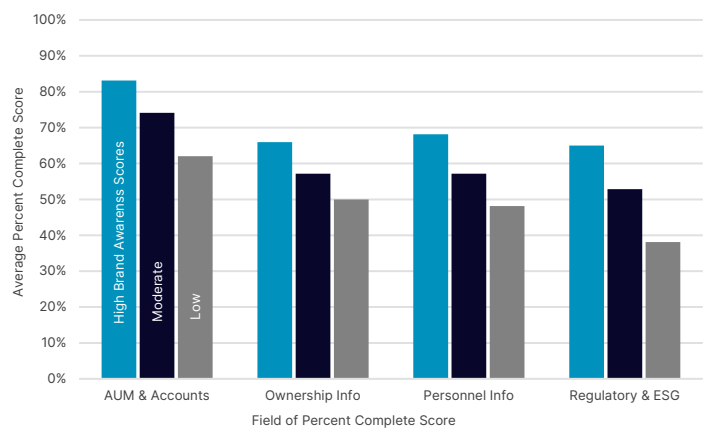
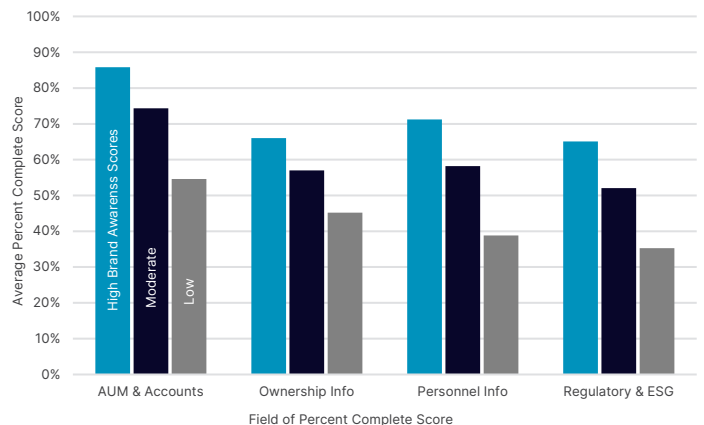
There is evidence illustrating a relationship between high brand awareness scores and firms who diligently share information, and low rankings for those with poor data reporting standards. Any firm which takes their branding seriously should be aware of the impact of their transparency, or lack thereof, on asset owners' and consultants' perception of their brand.

To illustrate the relationship between effective data reporting and brand awareness, we compared the prior quarter's average Percent Complete scores for firms with high brand awareness scores (greater than 7) against those for firms with moderate brand awareness scores (between 4 and 7) and low brand awareness scores (less than 4).

The results show firms effectively reporting their data to eVestment have higher brand awareness scores whether we looked at firm details, aggregate product complete scores, ESG reporting, scores by firm size or by asset owner or consultant ratings.

## Average firm profile percent complete scores

*By consultant (top) and asset owner (bottom) brand awareness score groups for firms of all sizes*



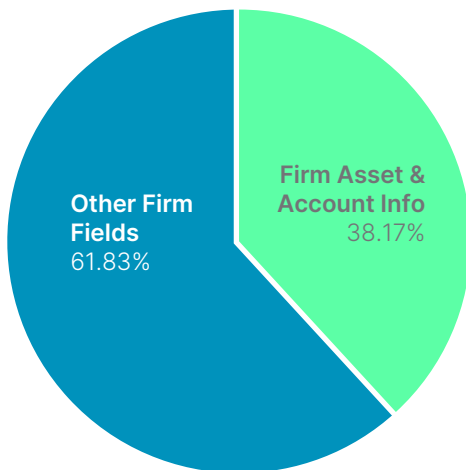


For inclusion in the Brand Awareness rankings, firms must provide a basic piece of information about themselves, their size, by the time the rankings are calculated. A firm's total assets under management is one of the most screened upon firm-related fields by consultants and asset owners every quarter, yet it is sometimes still not reported to eVestment to the detriment of a firm's greater marketing efforts.

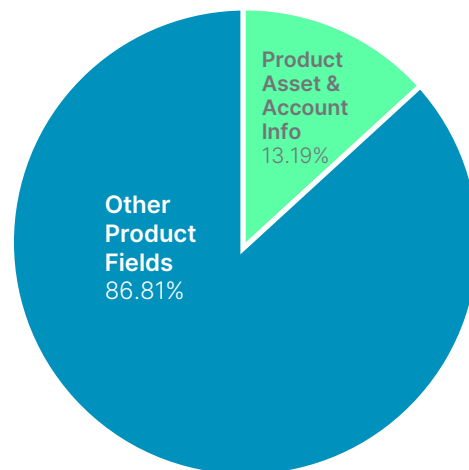
Every quarter, there are firms whose products receive a meaningful number of views, but are excluded from the Brand Awareness rankings for not providing this one, highly screened upon field.

The following page lists firms who might have had highly ranked Brand Awareness scores based on elevated product viewership in Q2, but were unable to be ranked due to not populating the firm total AUM field within at least 90 days after the end of Q1 2022.

Firm-Specific Screens in Q2 2022



Product-Specific (ex-Performance/Style Analysis) Screens in Q2 2022



# Most Viewed Firms Excluded from Brand Awareness Rankings

Firm Name	Firm Country	# of Unique Field Screens Missed in Q2 For Not Reporting		
		Firm AUM & Accounts Fields	Product AUM & Accounts Fields	All Unreported Fields
abrdn (Aberdeen)	United Kingdom	682	790	6,316
Grantham, Mayo, Van Otterloo & Co. LLC	United States	284	42	1,634
Industrial Alliance Insurance and Financial Services Inc.	Canada	36	3	483
Prudential Financial	United States	2,160	2,465	14,568
Legal & General Investment Management	United Kingdom	294	719	4,024
M&G Investments	United Kingdom	302	170	3,568
PH&N Institutional (RBC Global Asset Management)	Canada	75	80	824
GAM Investments	United Kingdom	205	336	2,135
Copper Rock Capital Partners, LLC.	United States	143	215	1,865
Generation Investment Management LLP	United Kingdom	60	0	398
AMP Capital Investors	Australia	70	85	1,006
HGK Asset Management, Inc.	United States	262	24	667
StonePine Asset Management Inc.	Canada	63	36	754
CI Investments Inc.	Canada	768	670	3,228
Canada Life	Canada	271	325	1,885
Cidel Asset Management Inc.	Canada	71	80	510
1167 Capital LLP	United Kingdom	2	10	114
Decatur Capital Management, Inc.	United States	44	47	405
GoldenTree Asset Management, LP	United States	5	21	257
Asset Management One Co., Ltd.	Japan	37	47	851
Bain Capital Credit, LP	United States	9	18	214

The # of unique screens missed only pertains to missed firm-level and product-level screens from consultants and asset owners that occurred in Q2 2022, for firms that did not populate their Q1 2022 Firm AUM at the time of data pull and thus were not included in the Q2 2022 Brand Awareness Rankings. All missed screens that occurred in Q2 2022 are counted, even if consultants and asset owners screened for a data point with an older criteria (e.g. firm total AUM in Q1 2021). We only count consultant and asset owner activity as a screen if the eVestment Analytics user had selected an eVestment universe at the onset to perform their screening analysis. And screening activity for inactive and closed strategies is not included in the totals either. By not reporting comprehensive and timely Firm and Product AUM & Account data, firms are therefore missing out on even more screens from consultants & asset owners.



# Methodology

## Requirements for firm inclusion:

Asset management firms were required to have two or more products on the eVestment platform for inclusion in all Brand Awareness Rankings except for the rankings by single product reporting firms, which required only one product and were measured separately. Viewership of firms' currently inactive products were captured in the analysis in case those products were active and receiving attention during the analysis period. Firms must also have reported their Firm Total AUM for the period prior (Q1 2022) for inclusion.

## Organization and calculation of scores:

The analysis focuses on asset owner and consultant viewership of all products from asset management firms on the eVestment platform, including actively- and passively managed, and across all available asset classes. We pulled granular viewership information by individual asset owner and consultant client users, not firms, to see the levels of unique viewership activity going to each of these asset managers' products.

For asset management firms meeting the reporting requirements, we calculated Firm Awareness values and Product Awareness values based on the counts of unique client users that reviewed their products and the average number of distinct products that were reviewed per unique user in these periods in the current quarter (Q2 2022) and in a prior comparison period (Q1 2022).

For rankings by single product firms, instead of using average distinct products reviewed we used total reviews as the average method would always yield a value of 1. Firm Awareness and Product Awareness values are then translated into decile rankings relative to peers. Firm Awareness values and Product Awareness values used a variety of decile groupings depending on the Brand Awareness Score being created:

- Global Brand Awareness: values based on intra-firm size groups of Emerging (<\$2.5bn), Mid-Size (\$2.5 - \$40bn), and Large (\$40bn+) based on total firm AUM in Q1 2022.
- Regional Brand Awareness: values based on intra-user region groups of clients located in Americas, APAC, and EMEA.

- Asset Class Brand Awareness: values based on intra-asset class groups. Firms that manage products across multiple asset classes are included in each respective asset class group, but the counts of their unique client viewers and average distinct products reviewed per client is exclusive to their products within that given asset class.
- Single Product Brand Awareness: values use all firms that report only one product and reported total firm AUM in Q1 2022.

Once each firm is assigned a decile for its Firm Awareness value and a decile for its Product Awareness value, we average these two deciles to produce a firm's Brand Awareness Score. In instances where cut-off values for deciles are identical, the average decile number is applied across all firms in the given decile range (e.g. if the product awareness value is identical for deciles 2 - 5, then a decile value of 3.5 is assigned to all firms within this range. If the firm awareness value is identical for deciles 2 - 4, then a decile value of 3 is assigned to all firms within this range. Firms that fit into both of the aforementioned ranges would receive a Brand Awareness score of 3.25).

Because there are ties among Brand Awareness Scores, for ranking display we rank and sort firms based on the following:

- Overall Brand Awareness Score
- Avg. Percentile Rank of Firm & Product Awareness Values
- Brand Awareness Score Change in Q2 2022 vs. Q1 2022. (If a firm was not ranked in the prior quarter it receives lowest priority in the tiebreaker.)
- Change in Avg. Percentile Rank of Firm & Product Awareness Values in Q2 2022 vs. Q1 2022. (If a firm was not ranked in the prior quarter, it receives lowest priority in the tiebreaker.)
- Alphabetically

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