



Research in Finance

APAC FSS RETAIL STUDY

Launching 2023...

Be part of it





APAC Fund Selector Study



In 2013...

Research in Finance launched its first UK wholesale and institutional syndicated study, followed by a series of specialist advisory/ DFM, private investor and insurance syndicated studies.

Our **European Fund Selector Study** launched in 2021, targeting fund selectors and institutional audiences taking a foothold within the major European markets.

Building from this recent success, our **new APAC Fund Selector Study** is designed to help asset managers track brand resonance, competitor position and investment trends at both APAC and individual market levels.



About RiF

Research in Finance is a market-leading research consultancy and publishing business that is focused on promoting change and making a difference.

We work with some of the largest and most important companies in the world. We believe our in-depth knowledge makes us unique and an invaluable partner to any business working in the finance sector.

What we do

Clients have access to our network of experts that are focused on Wealth Management and Asset Management, Insurance and Private Investors. We:

- Run multi-country studies, working with global partners, FS translation specialists and increasingly our own fund selector panel
- Have unique access to select markets via our own specialist panels
- Manage all stages of the research in-house, including fieldwork and data processing
- Personalise reporting and face to face analysis presentations



Our Team

The work carried out in our company is performed by a diverse team of highly dedicated and motivated employees who are brilliant at what they do and entirely focused on delivering value to our customers.

We have an experienced team of research analysts and editors, each having acquired significant industry experience. The never-ending passion of our people and their skills and expertise are the factors that drive our results.



Kim Bell

Research Consultant (APAC)

Kim has worked with a portfolio of blue chip clients across the insurance, life, banking and asset management industries, with particular expertise in APAC countries

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Hilary MacDonald

Senior Research Manager

Investment Management Industry specialist and moderator with a focus on product, suitability, ESG and brand

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Georgina Clarke

Head of Research

Expert in consumer issues including the advice gap, financial capability and vulnerability, with a commercial and regulatory perspective

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Sven Radcke

Head of Data

Statistical insight into brand health, ad-tracking and customer service studies, with a focus on the UK retail financial intermediary space

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Mick Hrabe

Commercial Director

Extensive understanding of the evolving media landscape and marketing services, bridging the gap between the data and strategic/ marketing business requirements

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APAC FSS

Insight into your business in the APAC context

This annual study will give marketers, distribution heads and sales teams a focused look at your brand across Asia Pacific



Benchmarking

The asset managers held in highest regard and where your company sits amongst its peers



Brand Identity

A deep dive into brand perception, communication and engagement: who's getting it right what is proving most successful



Asset Manager Choice

What drives asset manager choice



Market drivers

Market sentiment, current market drivers asset allocation, distribution and perceived leaders across asset classes

Who do we talk to?

APAC FSS spans a total of 300 retail fund selectors across five major markets.

Research in Finance closely monitors participation, ensuring a high-quality sample of fund selectors in each market.

300
Interviews

60
Interviews
per country

50
Quantitative
per country

10
Qualitative
per country

01

Retail banks, private banks, advisory/wealth management firms, family offices and fund of funds all included.

02

A powerful mix of client-facing individuals and those focused on central fund research/ selection.

03

Target participant numbers per market take into account market AUM size and specific fund distribution dynamics.



Australia

Hong Kong

Taiwan

Singapore

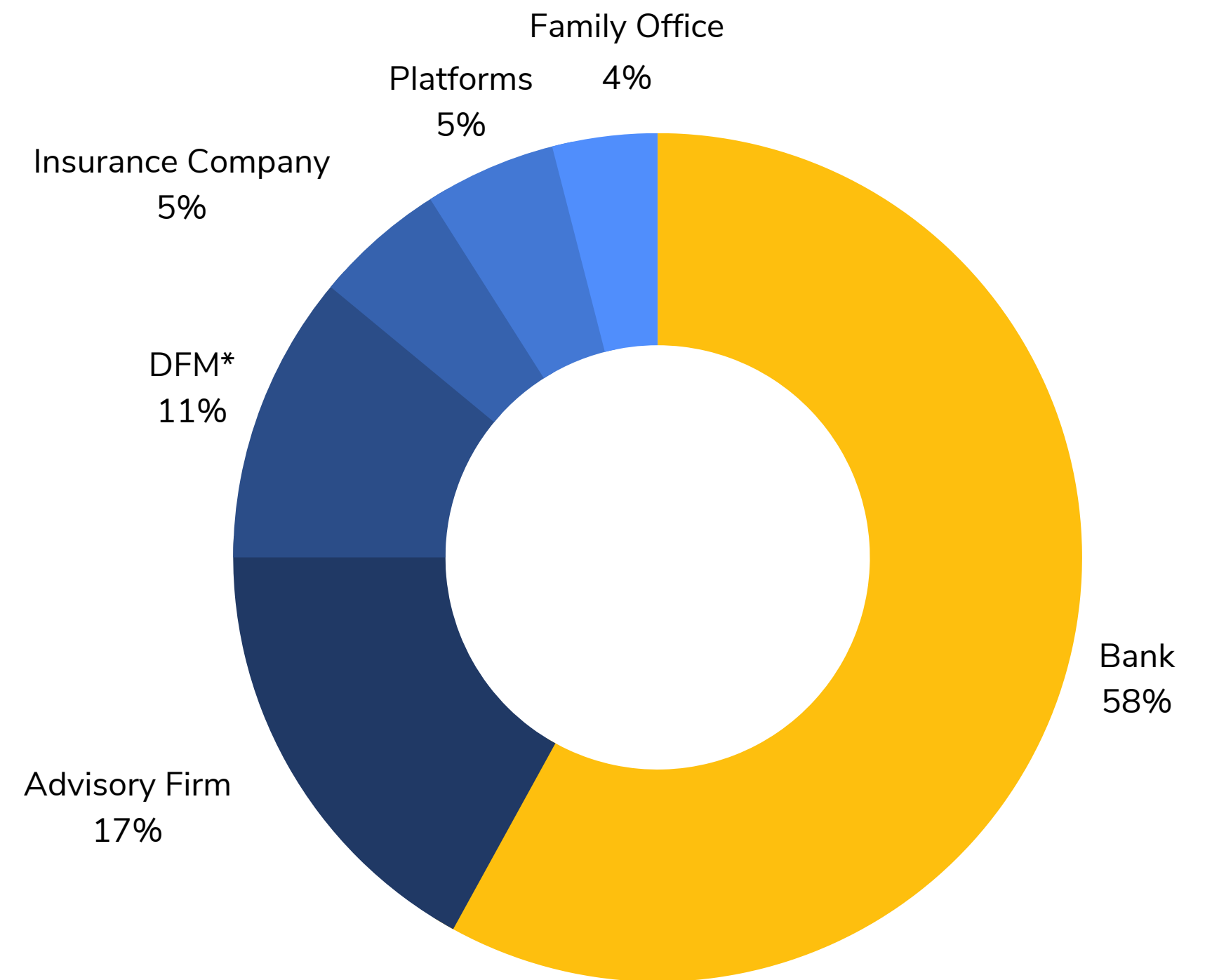
Japan

Company classification

APAC

RiF aims for a broad range of respondents within region and country, across relevant market sectors, in order to ensure representative results and robust brand benchmarking.

Market Segments



*Discretionary asset or fund manager

Research Coverage

Brand awareness and consideration

- Top-of-mind & prompted awareness
- Position against your peer group
- Satisfaction & Net Promoter Scores
- Brand perception
- Usage and consideration
- Asset class and geographical associations

Brand communication

- Advertising awareness top of mind and prompted awareness
- Effectiveness of communications - channel, content and engagement
- Which asset management groups are best in class across communication channels



Third-party influences

- Information sources used, apps & platforms
- Role of fund research & ratings companies

Events

- Attendance of events, virtual & in-person
- Asset managers that stand out for event provision
- Preferred event formats

Market sentiment and influence

- Fund selection trends and themes
- On boarding process
- Factors influencing choice of asset manager

Methodology

2 stage process

Research in Finance use a blend of Qualitative and Quantitative interviewing approaches, to ensure the deep context needed to inform future strategy and actionable insights.

01 Qualitative research

- 50 in depth interviews with senior fund selectors and investors in each market
- Split across Australia, Hong Kong, Japan, Singapore & Taiwan to determine current brand sentiment, investment trends and explore the issues that are affecting these markets

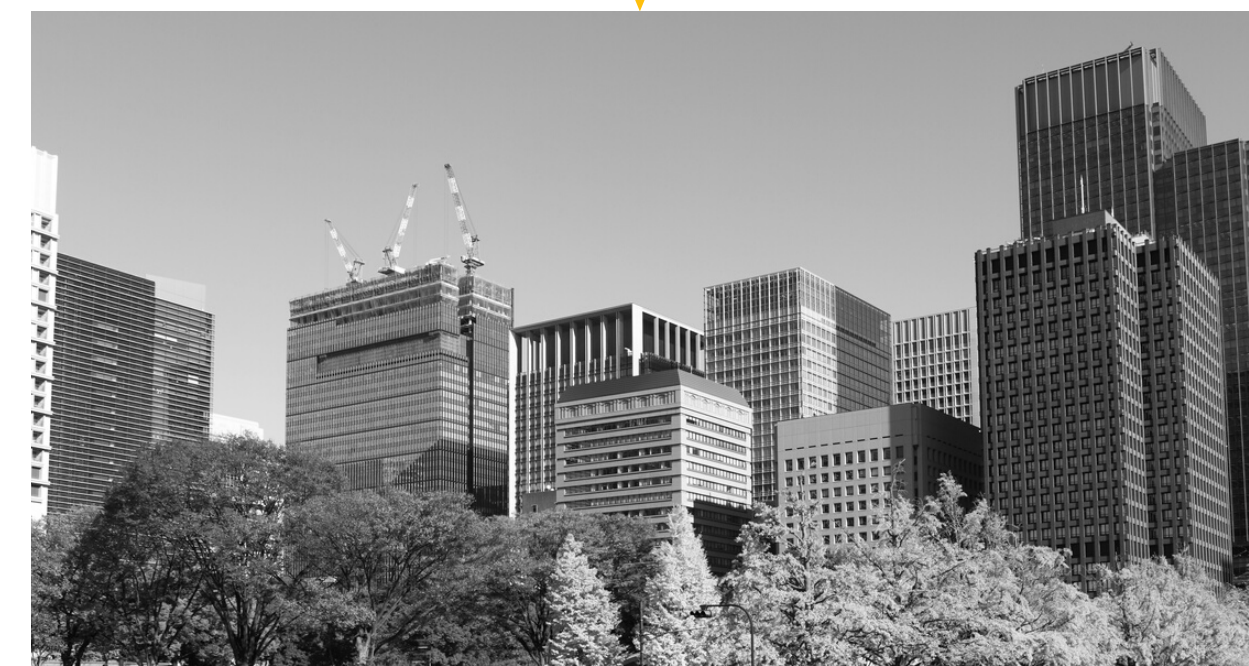
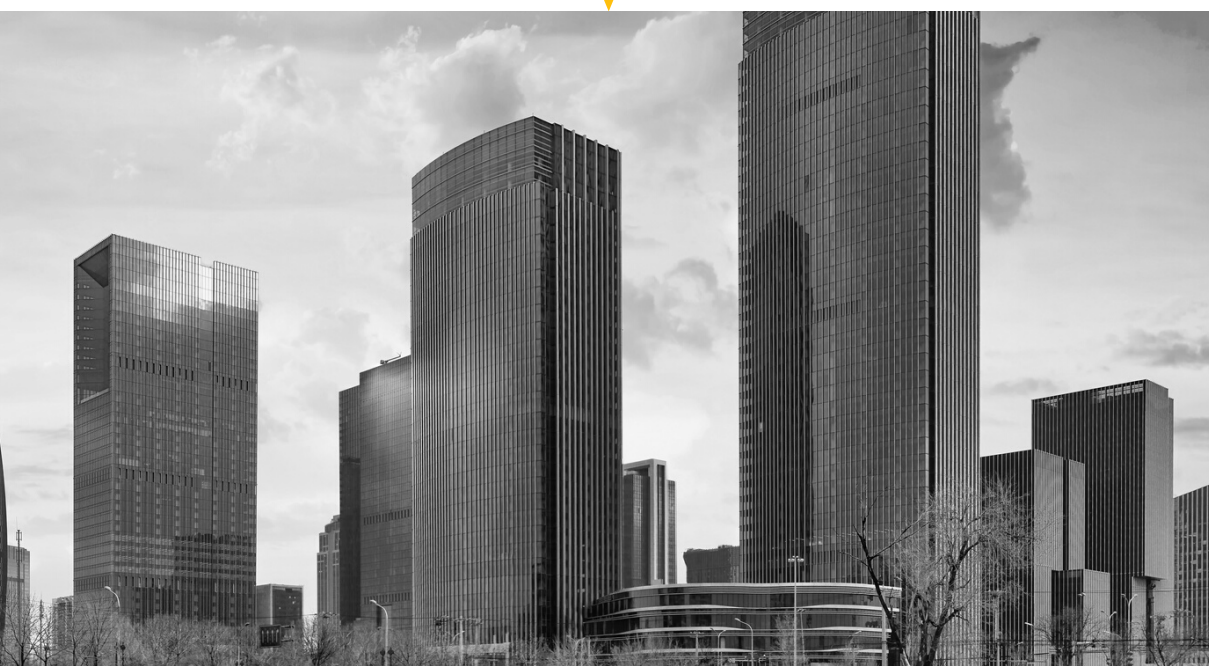


02 Quantitative research

- 250 telephone interviews across the same markets to benchmark brand awareness, brand attributes and communications activity against the competitor set in each market, split by audience type

Annual Review

Discussion guide and questionnaire reviewed every year, syndicate members have the option to include specific questions regarding their brand and market sentiment into the qualitative research.





Establishing benchmarks and tracking measures

QUANTITATIVE RESEARCH to examine your brand and positioning:

- Which asset management groups are top of mind?
- Whose advertising and communication are they recalling?
- Where do syndicate member groups sit amongst the competitor set?
- Usage of and consideration of syndicate member groups
- How much business have they placed and how much do they think they might place with syndicate members?
- Where do you sit in terms of familiarity and favourability amongst the syndicate members?

Getting closer to Fund Selectors and how they think

QUALITATIVE RESEARCH to explore and uncover:

- How is the current market affecting fund selectors? How can asset managers help?
- What is their 'on boarding process' – what do they need/ use to review funds?
- Who has perceived strength in each asset class and asset class usage?
- Which competitors are the ones to watch, who's catching up, who's lagging behind?
- What do they really think of your brand, in terms of service, relationships, communication and performance?
- What content do they value from Asset Managers and how best is this delivered?

APAC FSS Timings



The fieldwork is planned for Q3 of 2023, with results and presentations available in Q4

Our experience: Case studies

Research in Finance has significant experience managing research across multiple countries and languages and in specialist, hard to research markets.

APAC FSS is an expansion of our successful Euro FSS research. We are also able to draw on our significant experience with diverse specialist subject matter deep dives.



Europe

Americas

Asia

APAC

Worldwide

Case study 1: Global Asset Manager Concept Test

Quantitative survey for a Global Asset Manager consisting of 449 institutional investors and 514 financial intermediaries across 10 countries.

Our concept testing enhanced "quant" style understanding of key themes in these markets worldwide.



The survey included attitudinal questions regarding sustainability and active ownership

A/ B concept testing for active ownership adverts across 7 themes:



- Corporate Governance (Executive Pay & Employee Pay)
- Climate
- Natural Capital and Biodiversity
- Human Capital Management (Sick Pay Return on Culture & Non-financial Benefits)



UK Germany Italy USA Brazil Argentina Singapore Hong Kong Japan Australia

Case study 2: Worldwide Multimedia Evaluation

Research in Finance evaluated the appeal of two new concepts for a global advertising campaign across several countries and different investor types.

The research gave our client an indication of varying attitudes toward sustainable investing across the segments and markets. It also helped them identify which of their creative executions would be best received.



UK

US

Singapore

Australia



A global asset manager wanted to understand the appeal and impact of new ad creative and video concepts before launching a global impact investing campaign.



Research in Finance surveyed 650 private investors intermediaries and institutional investors across the UK US Singapore and Australia to determine overall impact and whether certain messages or concepts appeal over others as well as to unearth local cultural nuances.



By 'retesting' investors' attitudes to sustainable investing at the end of the survey – post-engagement with the creative and videos – we could additionally give a measure of campaign impact.

Case study 3: Global Brand Proposition

Research in Finance is conducting a global brand proposition project seeking market insight into the appeal and suitability of the proposition routes and messaging framework being developed by its client.

The client is acquiring another large asset management firm and this provides an opportunity to review and refresh its brand proposition and messaging framework to offer the best of the two firms.



Europe

APAC

North America



This study spans several European markets APAC and North America and seeks fund selectors' and institutional investors' views exploring brand awareness and perception in addition to opinion on several pieces of stimuli around the proposition routes.



Research in Finance is conducting in two phases currently undertaking x6 60-minute interviews with fund selectors and institutional investors within each market – a total of x114 interviews. Phase II to follow in 3 months.

Research in Finance Clients



Research in Finance work with some of the world's largest asset managers and insurance groups.

APAC FSS INVESTMENT

Full syndicate membership

To find out more get in touch.

What's included?

- Overview on all study question areas
- Individual market look-through - all markets
- Mentions of your brand highlighted for unprompted questions on awareness, best asset managers, market leaders, effective communicators and event attendance
- Broad range of brand awareness, use, perception and satisfaction indicators
- Awareness and use position within individual market peer groups
- Annual face to face presentation report with Q&A for both the main quantitative and qualitative phase
- Opportunity to track brand position, advertising and performance indicators over time
- Opportunity to suggest topics for further exploration in the qualitative phase

To discuss your research requirements and subscription options, please get in touch

Should clients wish to access specific markets only please discuss with your RiF contact.

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