

# EUROFSS

## Introducing EuroFSS



Complementing its suite of established UK sentiment and brand tracking studies, Research in Finance has launched a European study targeting fund selectors in the major asset management markets.

EuroFSS is a new six-monthly quantitative study designed to help asset managers track investment trends and brand resonance at both the pan-European and individual market levels.

European Fund  
Selector Study

– Wave 1 available now

This study will give European marketeers, distribution heads and sales teams important insight into:

- The asset managers held in high regard across Europe and within each market
- Perceived market leaders in sectors such as emerging markets and ESG/ sustainable
- Demand for sustainable investment products
- Fund selectors' preferred means of communication and favoured types of event
- The level of influence of different information sources, including research and ratings agencies
- Trade publications widely read in each market and the advertising getting noticed
- Become a full syndicate member to access a range of brand performance metrics, including use, consideration, positive associations and client service ratings, as well as the tracking of brand performance over time

## Who takes part

The study spans fund selectors across eight major markets, with 650 selectors taking part in total each wave.

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

Target numbers per market depend on AUM size and how concentrated distribution is in that market.

Benelux		12%
France		12%
Germany		15%
Italy		16%
Nordics		7%
Spain		11%
Switzerland		11%
The UK		17%

### Firm type

Wealth management/ financial advisory firm		30%
Independent financial adviser		24%
Bank/ Private bank		19%
Family or multi-family office		12%
Fund of fund/ multi-manager		9%
Other		6%

### Job role

IFA		24%
Portfolio manager (or similar)		22%
Private banker/ wealth manager		14%
Investment broker/ fund sales		9%
Family office		8%
Fund of fund manager		8%
Head of/ member of fund selection team		7%
Chief investment officer		6%
Other		2%

### Primary Focus

**40%**  
focus on fund  
research/ selection



**60%**  
client facing



# Wave 1 report contents

## Market sentiment

Challenges faced

Sectors for more/ less investment

Active vs. passive allocations

Firm's ESG approach

Client demand for sustainable funds

Interest in 'net zero' funds/ % allocation intentions

## Asset management analysis, awareness & consideration

Top-of-mind & prompted awareness

Best asset managers

Use of peer group firms

Consideration of peer group firms (non-clients)

## Communication

Best communicators

Virtual communication preferences

## Advertising

Advertising noticed over the last six months

## Information sources valued

Sources used

Most valued asset manager communication

Use of fund research & ratings companies

Sources used for ESG evaluations

Industry/ trade publications read & frequency

## About your firm

Prompted awareness & use

Expected use (current clients)

Word to describe your firm

Attribute & asset class associations

Performance for various aspects

## Market leaders by sector

ESG/ sustainable investing

Emerging markets

China

Alternatives/ private assets

Thematic

## Events

Attendance of asset manager events

Asset managers that stand out for event provision

Attendance of other third-party events

Preferred in-person event formats

# Subscription packages

Full syndicate membership, which includes brand use, consideration and performance metrics, the pan-European plus individual market perspectives, and tailoring to bespoke reporting requirements, is **£25,000 +VAT per wave**.

A 'lite' version is also available for marketers looking for quick answers to their brand, marketing and communication-related questions for particular European markets, **for £18,000 +VAT**.

What's included?	Full syndicate membership	Euro FSS lite
Pan-European view on all study question areas	✓	
Individual market look-through	All markets	4 of your choice
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 performance indicators	✓	
Awareness, use and consideration position within individual market peer groups	✓	
Client presentation with Q&A	✓	✓
Opportunity to track all brand position and performance indicators over time	✓	
Provision of additional data reporting e.g. data split by clients vs. prospects	✓	



To discuss your European insight needs and subscription options, please get in touch.

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