



eVestment Brand Awareness Rankings

We rank the top asset management firms by brand awareness scores in Q3 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 Q3 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.



Peter Laurelli, CFA

Global Head of Research
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Q3 2022 Highlights:

BlackRock remains at the top of the Industry Leaders list for Brand Awareness among consultants for a fourth consecutive quarter and ranks second among asset owners behind Wellington. Wellington is the only firm to appear in eight Top Lists for either consultants or asset owners.

BlackRock, Wellington, and J.P. Morgan are the only firms to be in a combined 14 Top Lists among consultants and asset owners. Schroder, a new entrant in the Industry Leaders list among consultants in Q3, appears in 13 total Top Lists. Only seven firms are on the Industry Leaders lists for both consultants and asset owners, the four mentioned above and Vanguard, State Street, and AQR.

Regional representation in the Top 20 for Brand Awareness among EMEA asset owners in Q3 is the highest it has been in the last year. With Baillie Gifford, Robeco, and Ashmore entering the Top 20, there are six domestic managers in the rankings during the quarter, one more than the prior quarter and three more than in Q1 2022. The other EMEA firms include Schroder, Columbia Threadneedle, and Janus Henderson.

In the Emerging firm category among global asset owners, there are two new entrants from the Asia-Pacific region: APS Asset Management based in Singapore and FountainCap Research & Investment based in Hong Kong. This is the first time FountainCap ranks in this Top 20 list and the first time for APS since Q4 2019. APS has oscillated between the Emerging firm and Mid-Size firm categories, but in the latter has not yet made the Top 20.

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 Q3 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 Q3, 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.

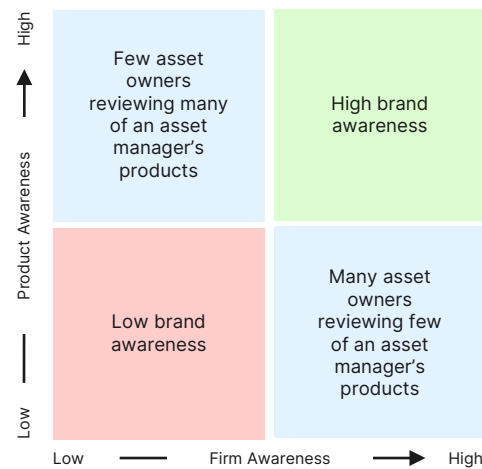
Firm Awareness: The diversity of attention a firm is able to command, measured by the quantity of individual consultants or asset owners that review at least one of a firm's products in a given period.

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).



Q3 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	U.S.	7	10.00
J.P. Morgan Investment Management Inc.	U.S.	7	9.93
Wellington Management Company LLP	U.S.	6	10.00
Fidelity Investments	U.S.	6	9.92
MFS Investment Management	U.S.	6	9.92
Vanguard	U.S.	6	9.92
Schroder Investment Management Limited	U.K.	6	9.83
State Street Global Advisors	U.S.	6	9.83
T. Rowe Price	U.S.	5	10.00
AQR Capital Management LLC	U.S.	5	9.90
PIMCO	U.S.	5	9.90
TD Asset Management Inc.	Canada	5	9.80

Among Asset Owners:

Firm Name	Firm Country	# of Top Lists Made	Average Top List Score
Wellington Management Company LLP	U.S.	8	9.69
BlackRock	U.S.	7	9.93
Schroder Investment Management Limited	U.K.	7	9.93
J.P. Morgan Investment Management Inc.	U.S.	7	9.71
AQR Capital Management LLC	U.S.	6	9.83
State Street Global Advisors	U.S.	6	9.83
Acadian Asset Management LLC	U.S.	5	9.90
Vanguard	U.S.	5	9.90
Robeco Institutional Asset Management B.V.	Netherlands	5	9.80

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

Q3 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	Firm Product Count	Brand Awareness Score (Q3'22 vs. Q2'22)
BlackRock	U.S.	568	10 (0)
Vanguard	U.S.	273	10 (0)
Wellington Management Company LLP	U.S.	233	10 (0)
PIMCO	U.S.	185	10 (0)
State Street Global Advisors	U.S.	425	10 (0)
J.P. Morgan Investment Management Inc.	U.S.	306	10 (0.5)
T. Rowe Price	U.S.	208	10 (0)
MFS Investment Management	U.S.	154	10 (0.5)
Fidelity Investments	U.S.	278	10 (0.5)
RBC Global Asset Management	Canada	100	10 (0)
Fiera Capital Corporation	Canada	66	10 (0)
Schroder Investment Management Limited	U.K.	197	10 (1)
Acadian Asset Management LLC	U.S.	67	10 (0)
TD Asset Management Inc.	Canada	83	9.5 (0.5)
Lazard Asset Management LLC	U.S.	150	9.5 (-0.5)
Artisan Partners Limited Partnership	U.S.	29	9.5 (0.5)
abrdn (Aberdeen)	U.K.	148	9.5 (N/A)
Dimensional Fund Advisors LP	U.S.	133	9 (-0.5)
Loomis, Sayles & Company, L.P.	U.S.	66	9 (-0.5)
Pzena Investment Management, LLC	U.S.	32	9 (0)

Among Asset Owners:

Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q3'22 vs. Q2'22)
Wellington Management Company LLP	U.S.	233	10 (0)
BlackRock	U.S.	568	10 (0.5)
Schroder Investment Management Limited	U.K.	197	10 (0.5)
Arrowstreet Capital, Limited Partnership	U.S.	25	10 (0)
Acadian Asset Management LLC	U.S.	67	10 (0)
J.P. Morgan Investment Management Inc.	U.S.	306	10 (0.5)
WCM Investment Management	U.S.	16	10 (0.5)
Baillie Gifford & Co	U.K.	47	9.5 (0)
State Street Global Advisors	U.S.	425	9.5 (1)
Lazard Asset Management LLC	U.S.	150	9.5 (0.5)
Vanguard	U.S.	273	9.5 (0)
T. Rowe Price	U.S.	208	9.5 (-0.5)
MFS Investment Management	U.S.	154	9.5 (0)
RBC Global Asset Management	Canada	100	9.5 (1.5)
AQR Capital Management LLC	U.S.	64	9.5 (0)
Robeco Institutional Asset Management B.V.	Netherlands	64	9.5 (2.5)
Pzena Investment Management, LLC	U.S.	32	9.5 (2)
Goldman Sachs Asset Management	U.S.	176	9 (0)
Artisan Partners Limited Partnership	U.S.	29	9 (1)
GQG Partners LLC	U.S.	8	9 (-0.5)

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.

Q3 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	Firm Product Count	Brand Awareness Score (Q3'22 vs. Q2'22)
Jarislowsky, Fraser Limited	Canada	26	10 (N/A)
Connor, Clark & Lunn Investment Management Ltd.	Canada	33	10 (N/A)
Beutel, Goodman & Company Ltd.	Canada	18	10 (0)
Los Angeles Capital Management LLC	U.S.	23	10 (1.5)
EARNEST Partners, LLC	U.S.	20	10 (0.5)
Foyston, Gordon & Payne Inc.	Canada	34	10 (0.5)
Leith Wheeler Investment Counsel Ltd.	Canada	24	10 (0.5)
Longfellow Investment Management Co.	U.S.	18	10 (2.5)
Copeland Capital Management, LLC	U.S.	13	9.5 (0.5)
ARGA Investment Management, LP	U.S.	15	9.5 (0.5)
Westfield Capital Management Company, L.P.	U.S.	10	9.5 (0)
Sprucegrove Investment Management Ltd.	Canada	4	9.5 (1)
Sit Investment Associates, Inc.	U.S.	27	9.5 (-0.5)
Colchester Global Investors Limited	U.K.	17	9.5 (0.5)
Wasatch Global Investors	U.S.	24	9.5 (0.5)
J O Hambro Capital Management Limited	U.K.	21	9.5 (1)
Select Equity Group, L.P.	U.S.	9	9.5 (N/A)
Burgundy Asset Management Ltd.	Canada	36	9.5 (0)
Boston Common Asset Management, LLC	U.S.	8	9.5 (0.5)
Jacobs Levy Equity Management	U.S.	41	9.5 (0)

Among Asset Owners:

Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q3'22 vs. Q2'22)
Wasatch Global Investors	U.S.	24	10 (1)
Los Angeles Capital Management LLC	U.S.	23	10 (0.5)
Jacobs Levy Equity Management	U.S.	41	10 (0)
Vulcan Value Partners LLC	U.S.	5	10 (0.5)
Connor, Clark & Lunn Investment Management Ltd.	Canada	33	10 (N/A)
Baron Capital	U.S.	20	10 (N/A)
Stewart Investors	U.K.	10	10 (0.5)
Epoch Investment Partners, Inc.	U.S.	16	9.5 (0.5)
Axiom Investors	U.S.	15	9.5 (0)
ARGA Investment Management, LP	U.S.	15	9.5 (0.5)
Martin Currie Investment Management Ltd	U.K.	25	9.5 (1)
KBI Global Investors (North America) Ltd.	Ireland	18	9.5 (0)
J O Hambro Capital Management Limited	U.K.	21	9.5 (1.5)
Fiduciary Management, Inc.	U.S.	6	9.5 (1)
Lyrical Asset Management LP	U.S.	5	9.5 (1)
Brookfield Public Securities Group LLC	U.S.	16	9.5 (0)
TOBAM SAS	France	33	9.5 (N/A)
Fred Alger Management, LLC	U.S.	20	9.5 (2)
Granahan Investment Management, Inc.	U.S.	9	9.5 (3.25)
RWC Partners Limited	U.K.	14	9.5 (1)

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.

Q3 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	Firm Product Count	Brand Awareness Score (Q3'22 vs. Q2'22)
Metis Global Partners, LLC	U.S.	10	10 (0.5)
Ativo Capital Management	U.S.	11	10 (0.5)
NewSouth Capital Management, Inc.	U.S.	4	10 (N/A)
Nicholas Investment Partners	U.S.	8	10 (1)
Cedar Street Asset Management LLC	U.S.	3	10 (N/A)
Cramer Rosenthal McGlynn, LLC	U.S.	6	10 (N/A)
Denali Advisors, LLC	U.S.	6	10 (0.5)
Redwood Investments, LLC	U.S.	7	9.5 (0)
Easterly Investment Partners LLC	U.S.	12	9.5 (N/A)
SSI Investment Management LLC	U.S.	9	9.5 (N/A)
Laurus Investment Counsel Inc.	Canada	6	9.5 (1)
Frontier Global Partners, LLC	U.S.	5	9.5 (0.5)
Sawgrass Asset Management, LLC	U.S.	9	9.5 (N/A)
GIA Partners, LLC	U.S.	8	9.5 (0.5)
Channing Global Advisors LLC	U.S.	5	9.5 (0)
McKinley Capital Management, LLC	U.S.	13	9.5 (N/A)
Promethos Capital LLC	U.S.	6	9.5 (0)
Rice Hall James & Associates, LLC	U.S.	6	9.5 (N/A)
Sionna Investment Managers Inc.	Canada	11	9.5 (1.5)
Rondure Global Advisors, LLC	U.S.	2	9.5 (N/A)

Among Asset Owners:

Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q3'22 vs. Q2'22)
McKinley Capital Management, LLC	U.S.	13	10 (N/A)
EAM Investors, LLC	U.S.	7	10 (N/A)
APS Asset Management Pte Ltd	Singapore	3	10 (1)
Next Century Growth Investors, LLC	U.S.	4	9.5 (0)
Bell Asset Management Limited	Australia	5	9.5 (-0.5)
Altrius Capital Management	U.S.	5	9.5 (0)
1492 Capital Management, LLC	U.S.	4	9.5 (0)
Locust Wood Capital Advisers, LLC	U.S.	4	9.5 (-0.5)
Channing Global Advisors LLC	U.S.	5	9.5 (0)
Aubrey Capital Management Limited	U.K.	3	9.5 (0)
Harper Capital Management LLC	U.S.	3	9.5 (7)
Aristotle Atlantic Partners, LLC	U.S.	3	9.5 (1.75)
FountainCap Research & Investment (Hong Kong) Ltd.	Hong Kong	2	9.5 (1.75)
NZS Capital LLC	U.S.	3	9.5 (0)
Bivium Capital Partners, LLC	U.S.	13	9.5 (-0.5)
Easterly Investment Partners LLC	U.S.	12	9.5 (N/A)
Boston Advisors	U.S.	11	9.5 (3.5)
Qtron Investments LLC	U.S.	8	9.5 (0)
Cape Ann Asset Management Limited	U.K.	2	9.5 (0)
The Renaissance Group, LLC	U.S.	13	9.5 (N/A)

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.

Q3 2022 Brand Awareness Rankings

Regional: Americas

These are the Top 20 firms ranked by brand awareness scores among consultant clients and asset owners 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 (Q3'22 vs. Q2'22)
BlackRock	U.S.	Large	10 (0)
Vanguard	U.S.	Large	10 (0)
Wellington Management Company LLP	U.S.	Large	10 (0)
State Street Global Advisors	U.S.	Large	10 (0)
PIMCO	U.S.	Large	10 (0)
J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
TD Asset Management Inc.	Canada	Large	10 (0)
Fiera Capital Corporation	Canada	Large	10 (0)
RBC Global Asset Management	Canada	Large	10 (0)
MFS Investment Management	U.S.	Large	10 (0)
Pzena Investment Management, LLC	U.S.	Large	10 (0)
Schroder Investment Management Limited	U.K.	Large	10 (0)
T. Rowe Price	U.S.	Large	10 (0)
Connor, Clark & Lunn Investment Management Ltd.	Canada	Mid-Size	10 (0)
Beutel, Goodman & Company Ltd.	Canada	Mid-Size	10 (0)
Fidelity Investments	U.S.	Large	10 (0)
Income Research & Management	U.S.	Large	10 (0)
Jarislowsky, Fraser Limited	Canada	Mid-Size	10 (0)
Acadian Asset Management LLC	U.S.	Large	10 (0)
Dimensional Fund Advisors LP	U.S.	Large	10 (0)

Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q3'22 vs. Q2'22)
Arrowstreet Capital, Limited Partnership	U.S.	Large	10 (0)
Acadian Asset Management LLC	U.S.	Large	10 (0)
Schroder Investment Management Limited	U.K.	Large	10 (0)
WCM Investment Management	U.S.	Large	10 (0)
Wasatch Global Investors	U.S.	Mid-Size	10 (0.5)
AQR Capital Management LLC	U.S.	Large	10 (0)
Mondrian Investment Partners Limited	U.K.	Large	10 (0)
Jennison Associates LLC	U.S.	Large	10 (1.5)
Wellington Management Company LLP	U.S.	Large	10 (0)
BlackRock	U.S.	Large	10 (0)
Vanguard	U.S.	Large	10 (0)
Pzena Investment Management, LLC	U.S.	Large	10 (0.5)
Robeco Institutional Asset Management B.V.	Netherlands	Large	10 (0.5)
Lazard Asset Management LLC	U.S.	Large	10 (0.5)
J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0.5)
Baillie Gifford & Co	U.K.	Large	10 (0)
TD Asset Management Inc.	Canada	Large	10 (0.5)
T. Rowe Price	U.S.	Large	10 (0)
Vulcan Value Partners LLC	U.S.	Mid-Size	10 (0)
Goldman Sachs Asset Management	U.S.	Large	10 (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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"N/A" in the delta indicates firm was not included in last quarter's report.

Q3 2022 Brand Awareness Rankings

Regional: EMEA

These are the Top 20 firms ranked by brand awareness scores among consultant clients and asset owners 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 (Q3'22 vs. Q2'22)
BlackRock	U.S.	Large	10 (0)
PIMCO	U.S.	Large	10 (0)
Vanguard	U.S.	Large	10 (0)
T. Rowe Price	U.S.	Large	10 (0)
Wellington Management Company LLP	U.S.	Large	10 (0)
Schroder Investment Management Limited	U.K.	Large	10 (0)
J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
M&G Investments	U.K.	Emerging	10 (N/A)
Polen Capital Management, LLC	U.S.	Large	10 (0)
Fidelity Investments	U.S.	Large	10 (0.5)
AQR Capital Management LLC	U.S.	Large	10 (0)
State Street Global Advisors	U.S.	Large	10 (0)
Manulife Investment Management	Canada	Large	10 (1)
MFS Investment Management	U.S.	Large	10 (0)
Baillie Gifford & Co	U.K.	Large	10 (0)
PGIM Fixed Income	U.S.	Large	10 (0.5)
AllianceBernstein L.P.	U.S.	Large	10 (0)
BlueBay Asset Management LLP	U.K.	Large	10 (0)
Columbia Threadneedle Investments International	U.K.	Large	10 (0)
Robeco Institutional Asset Management B.V.	Netherlands	Large	10 (0)

Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q3'22 vs. Q2'22)
Wellington Management Company LLP	U.S.	Large	10 (0)
BlackRock	U.S.	Large	10 (0)
Schroder Investment Management Limited	U.K.	Large	10 (0)
Artisan Partners Limited Partnership	U.S.	Large	10 (0.5)
Columbia Threadneedle Investments International	U.K.	Large	10 (0)
PIMCO	U.S.	Large	10 (0)
Invesco, Ltd	U.S.	Large	10 (0.5)
Robeco Institutional Asset Management B.V.	Netherlands	Large	10 (0.5)
Arrowstreet Capital, Limited Partnership	U.S.	Large	10 (0)
State Street Global Advisors	U.S.	Large	10 (0.5)
Baillie Gifford & Co	U.K.	Large	10 (0.5)
Baron Capital	U.S.	Mid-Size	10 (0)
Janus Henderson Investors	U.K.	Large	10 (0)
RBC Global Asset Management	Canada	Large	10 (0.5)
Vanguard	U.S.	Large	10 (0.5)
Ashmore Group plc	U.K.	Large	10 (0.5)
J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
Franklin Resources, Inc.	U.S.	Large	10 (0)
Dimensional Fund Advisors LP	U.S.	Large	10 (0)
MFS Investment Management	U.S.	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.

Q3 2022 Brand Awareness Rankings

Regional: APAC

These are the Top 20 firms ranked by brand awareness scores among consultant clients and asset owners 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 (Q3'22 vs. Q2'22)
Wellington Management Company LLP	U.S.	Large	10 (0)
BlackRock	U.S.	Large	10 (0)
Acadian Asset Management LLC	U.S.	Large	10 (0)
J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
Pzena Investment Management, LLC	U.S.	Large	10 (0)
Lazard Asset Management LLC	U.S.	Large	10 (0)
TD Asset Management Inc.	Canada	Large	10 (0)
Baillie Gifford & Co	U.K.	Large	10 (0.5)
RBC Global Asset Management	Canada	Large	10 (0)
MFS Investment Management	U.S.	Large	10 (0)
Mawer Investment Management Ltd.	Canada	Large	10 (0)
Loomis, Sayles & Company, L.P.	U.S.	Large	10 (0)
Russell Investments	U.S.	Large	10 (0.5)
Janus Henderson Investors	U.K.	Large	10 (0.5)
Matthews Asia	U.S.	Mid-Size	10 (0.5)
Fisher Investments	U.S.	Large	10 (0)
AQR Capital Management LLC	U.S.	Large	10 (0)
Fidelity Investments	U.S.	Large	10 (0.5)
Insight Investment	U.K.	Large	10 (0)
Artisan Partners Limited Partnership	U.S.	Large	10 (0)

Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q3'22 vs. Q2'22)
J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
BlackRock	U.S.	Large	10 (0)
Schroder Investment Management Limited	U.K.	Large	10 (0)
T. Rowe Price	U.S.	Large	10 (0)
Wellington Management Company LLP	U.S.	Large	10 (0)
GQG Partners LLC	U.S.	Large	10 (1)
Manulife Investment Management	Canada	Large	10 (0)
Allianz Global Investors	Germany	Large	10 (0)
MFS Investment Management	U.S.	Large	10 (0)
Lazard Asset Management LLC	U.S.	Large	10 (0)
AQR Capital Management LLC	U.S.	Large	10 (0)
Janus Henderson Investors	U.K.	Large	10 (0)
State Street Global Advisors	U.S.	Large	10 (0.5)
Acadian Asset Management LLC	U.S.	Large	10 (0)
Grantham, Mayo, Van Otterloo & Co. LLC	U.S.	Large	10 (N/A)
Columbia Threadneedle Investments North America	U.S.	Large	10 (0)
Impax Asset Management Group plc	U.K.	Large	10 (0)
Brandywine Global Investment Management, LLC	U.S.	Large	10 (0)
Fidelity Institutional Asset Management	U.S.	Large	10 (0)
RBC Global Asset Management	Canada	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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Q3 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 (Q3'22 vs. Q2'22)
BlackRock	U.S.	Large	10 (0)
Wellington Management Company LLP	U.S.	Large	10 (0)
Vanguard	U.S.	Large	10 (0)
State Street Global Advisors	U.S.	Large	10 (0)
Acadian Asset Management LLC	U.S.	Large	10 (0)
Schroder Investment Management Limited	U.K.	Large	10 (0.5)
Pzena Investment Management, LLC	U.S.	Large	10 (0)
MFS Investment Management	U.S.	Large	10 (0)
J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
Fidelity Investments	U.S.	Large	10 (0)
Dimensional Fund Advisors LP	U.S.	Large	10 (0)
Fiera Capital Corporation	Canada	Large	10 (0)
T. Rowe Price	U.S.	Large	10 (0)
Lazard Asset Management LLC	U.S.	Large	10 (0)
Artisan Partners Limited Partnership	U.S.	Large	10 (0.5)
American Century Investments	U.S.	Large	10 (0)
Allspring Global Investments	U.S.	Large	10 (0)
AQR Capital Management LLC	U.S.	Large	10 (0.5)
William Blair Investment Management, LLC	U.S.	Large	10 (0.5)
EARNEST Partners, LLC	U.S.	Mid-Size	10 (0.5)

Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q3'22 vs. Q2'22)
Schroder Investment Management Limited	U.K.	Large	10 (0.5)
Wellington Management Company LLP	U.S.	Large	10 (0)
Arrowstreet Capital, Limited Partnership	U.S.	Large	10 (0)
Wasatch Global Investors	U.S.	Mid-Size	10 (1)
BlackRock	U.S.	Large	10 (0)
Acadian Asset Management LLC	U.S.	Large	10 (0)
WCM Investment Management	U.S.	Large	10 (0.5)
J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
Jennison Associates LLC	U.S.	Large	10 (1.5)
Mondrian Investment Partners Limited	U.K.	Large	10 (0)
State Street Global Advisors	U.S.	Large	10 (0.5)
Pzena Investment Management, LLC	U.S.	Large	10 (0.5)
T. Rowe Price	U.S.	Large	10 (0.5)
AQR Capital Management LLC	U.S.	Large	10 (0.5)
RBC Global Asset Management	Canada	Large	10 (0.5)
MFS Investment Management	U.S.	Large	10 (0)
Jacobs Levy Equity Management	U.S.	Mid-Size	10 (0)
GQG Partners LLC	U.S.	Large	10 (0.5)
Robeco Institutional Asset Management B.V.	Netherlands	Large	10 (1)
Baron Capital	U.S.	Mid-Size	10 (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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Q3 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 (Q3'22 vs. Q2'22)
BlackRock	U.S.	Large	10 (0)
PIMCO	U.S.	Large	10 (0)
Income Research & Management	U.S.	Large	10 (0)
Loomis, Sayles & Company, L.P.	U.S.	Large	10 (0)
PGIM Fixed Income	U.S.	Large	10 (0)
Western Asset Management Company, LLC	U.S.	Large	10 (0.5)
TD Asset Management Inc.	Canada	Large	10 (0)
Wellington Management Company LLP	U.S.	Large	10 (0)
MetLife Investment Management	U.S.	Large	10 (1.5)
Nuveen, a TIAA Company	U.S.	Large	10 (0.5)
MacKay Shields LLC	U.S.	Large	10 (0)
Vanguard	U.S.	Large	9.5 (-0.5)
RBC Global Asset Management	Canada	Large	9.5 (-0.5)
J.P. Morgan Investment Management Inc.	U.S.	Large	9.5 (0)
State Street Global Advisors	U.S.	Large	9.5 (-0.5)
Fiera Capital Corporation	Canada	Large	9.5 (0)
Insight Investment	U.K.	Large	9.5 (-0.5)
Colchester Global Investors Limited	U.K.	Mid-Size	9.5 (0.5)
Sit Investment Associates, Inc.	U.S.	Mid-Size	9.5 (0)
Longfellow Investment Management Co.	U.S.	Mid-Size	9.5 (2)

Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q3'22 vs. Q2'22)
PIMCO	U.S.	Large	10 (0.5)
PGIM Fixed Income	U.S.	Large	10 (0.5)
Vanguard	U.S.	Large	10 (1)
Oaktree Capital Management, L.P.	U.S.	Large	10 (1)
Northern Trust Asset Management	U.S.	Large	10 (1.5)
Robeco Institutional Asset Management B.V.	Netherlands	Large	9.5 (1)
J.P. Morgan Investment Management Inc.	U.S.	Large	9.5 (0)
Wellington Management Company LLP	U.S.	Large	9.5 (-0.5)
Goldman Sachs Asset Management	U.S.	Large	9.5 (-0.5)
Brandywine Global Investment Management, LLC	U.S.	Large	9.5 (0.5)
The TCW Group, Inc.	U.S.	Large	9.5 (-0.5)
State Street Global Advisors	U.S.	Large	9.5 (1)
Insight Investment	U.K.	Large	9.5 (0)
Dodge & Cox	U.S.	Large	9.5 (1.5)
Stone Harbor Investment Partners	U.S.	Mid-Size	9.5 (0.5)
Shenkman Capital Management, Inc.	U.S.	Mid-Size	9.5 (0)
Nuveen, a TIAA Company	U.S.	Large	9.5 (-0.5)
Schroder Investment Management Limited	U.K.	Large	9.5 (-0.5)
BlueBay Asset Management LLP	U.K.	Large	9.5 (0)
Guggenheim Investments	U.S.	Large	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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Q3 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 (Q3'22 vs. Q2'22)
Vanguard	U.S.	Large	10 (0)
BlackRock	U.S.	Large	10 (0)
J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0.5)
T. Rowe Price	U.S.	Large	10 (0)
AQR Capital Management LLC	U.S.	Large	10 (1)
PIMCO	U.S.	Large	9.5 (0.5)
Fidelity Canada Institutional	Canada	Large	9.5 (0)
State Street Global Advisors	U.S.	Large	9.5 (0)
Schroder Investment Management Limited	U.K.	Large	9.5 (1)
Fidelity Investments	U.S.	Large	9.5 (0)
TD Asset Management Inc.	Canada	Large	9.5 (1)
MFS Investment Management	U.S.	Large	9.5 (1)
Newton Investment Management Group	U.K.	Large	9.5 (0.5)
Principal Portfolio Strategies	U.S.	Large	9.5 (0.5)
Fidelity Institutional Asset Management	U.S.	Large	9 (0.5)
Voya Investment Management Co. LLC	U.S.	Large	9 (0.5)
Franklin Resources, Inc.	U.S.	Large	9 (0)
CI Investments Inc.	Canada	Large	9 (N/A)
Ninety One (previously known as Investec Asset Management)	U.K.	Large	9 (0.5)
Jarislowsky, Fraser Limited	Canada	Mid-Size	9 (0.5)

Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q3'22 vs. Q2'22)
BlackRock	U.S.	Large	10 (0)
Vanguard	U.S.	Large	10 (0)
State Street Global Advisors	U.S.	Large	10 (0.5)
Schroder Investment Management Limited	U.K.	Large	10 (1.5)
Invesco, Ltd	U.S.	Large	10 (0.5)
AQR Capital Management LLC	U.S.	Large	9.5 (-0.5)
Grantham, Mayo, Van Otterloo & Co. LLC	U.S.	Large	9.5 (N/A)
Amundi Asset Management	France	Large	9.5 (2)
PIMCO	U.S.	Large	9.5 (0)
Lombard Odier Investment Managers	Switzerland	Large	9.5 (7)
Cohen & Steers Capital Management, Inc.	U.S.	Large	9.5 (2.75)
Capital Group	U.S.	Large	9.5 (2)
Troy Asset Management Limited	U.K.	Mid-Size	9.5 (2)
Principal Portfolio Strategies	U.S.	Large	9.5 (0.5)
Boston Trust Walden Company	U.S.	Mid-Size	9 (2.25)
Putnam Investments	U.S.	Large	9 (2.25)
Wellington Management Company LLP	U.S.	Large	8.5 (-1)
DWS Group	Germany	Large	8.5 (1)
PGIM Quantitative Solutions LLC	U.S.	Large	8.5 (-0.5)
J.P. Morgan Investment Management Inc.	U.S.	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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Q3 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 (Q3'22 vs. Q2'22)
P/E Investments	U.S.	Mid-Size	10 (0)
PGIM Wadhvani LLP	U.K.	Emerging	10 (0.5)
IFM Investors Pty Ltd	Australia	Large	10 (N/A)
FORT LP	U.S.	Mid-Size	9.5 (0)
Lighthouse Investment Partners, LLC	U.S.	Mid-Size	9.5 (0.5)
Man Group	U.K.	Large	9.5 (0)
Capital Fund Management SA	France	Mid-Size	9.5 (-0.5)
AQR Capital Management LLC	U.S.	Large	9.5 (-0.5)
Renaissance Technologies LLC	U.S.	Large	9.5 (-0.5)
Bridgewater Associates, LP	U.S.	Large	9.5 (-0.5)
Securis Investment Partners	U.K.	Mid-Size	9.5 (0)
Schroder Investment Management Limited	U.K.	Large	9.5 (1.75)
ABS Investment Management LLC	U.S.	Mid-Size	9.5 (1.5)
GAM Investments	U.K.	Large	9.5 (N/A)
LGT Capital Partners Limited	Switzerland	Large	9.5 (N/A)
Dynamic Beta investments LLC	U.S.	Emerging	9.5 (-0.5)
Mariner Investment Group, LLC	U.S.	Mid-Size	9.5 (0)
PGIM Fixed Income	U.S.	Large	9.5 (1.75)
Asset Management One Co., Ltd.	Japan	Large	9.5 (N/A)
36 South	U.K.	Emerging	9.5 (0)

Among Asset Owners:

Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q3'22 vs. Q2'22)
Bridgewater Associates, LP	U.S.	Large	10 (0)
Winton Capital Management Limited	U.K.	Mid-Size	10 (2.25)
Third Point, LLC	U.S.	Mid-Size	10 (0.5)
AQR Capital Management LLC	U.S.	Large	10 (0.5)
Lighthouse Investment Partners, LLC	U.S.	Mid-Size	10 (1)
Wellington Management Company LLP	U.S.	Large	9.5 (1.25)
Lombard Odier Investment Managers	Switzerland	Large	9.5 (0)
Magnetar Capital LLC	U.S.	Mid-Size	9.5 (2.25)
Capstone Investment Advisors, LLC	U.S.	Mid-Size	9.5 (1.75)
Acadian Asset Management LLC	U.S.	Large	9.5 (0)
PGIM Wadhvani LLP	U.K.	Emerging	9.5 (1.25)
BlackRock	U.S.	Large	9.5 (0)
Glazer Capital LLC	U.S.	Emerging	9.5 (0.5)
Sculptor Capital Management, Inc.	U.S.	Mid-Size	9.5 (7)
Renaissance Technologies LLC	U.S.	Large	9.5 (-0.5)
PIMCO	U.S.	Large	9.5 (0)
Aspect Capital Ltd.	U.K.	Mid-Size	9.5 (0)
Welton Investment Partners LLC	U.S.	Emerging	9.5 (2.25)
Weiss Asset Management LP	U.S.	Mid-Size	9.5 (1.75)
Advent Capital Management, LLC	U.S.	Mid-Size	9.5 (3.25)

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

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Q3 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 (Q3'22 vs. Q2'22)	Product Asset Class
Eagle Capital Management, LLC	U.S.	Mid-Size	10 (0)	Equity
Aikya Investment Management Limited	U.K.	Emerging	10 (0)	Equity
Metropolis Capital Limited	U.K.	Mid-Size	10 (0)	Equity
Edgewood Management LLC	U.S.	Mid-Size	10 (0)	Equity
Cantillon Capital Management	U.S.	Mid-Size	10 (0)	Equity
Genesis Investment Management, LLP	U.K.	Mid-Size	10 (0)	Equity
Sanderson Asset Management LLP	U.K.	Emerging	10 (0)	Equity
1060 Capital Management	U.S.	Emerging	10 (0)	Alts/HFs
Spyglass Capital Management LLC	U.S.	Emerging	10 (0)	Equity
Villanova Investment Management Company LLC	U.S.	Emerging	10 (0)	Equity
Towle & Co.	U.S.	Emerging	10 (0)	Equity
HS Management Partners, LLC	U.S.	Mid-Size	10 (0)	Equity
Longview Partners (Guernsey) Limited	Guernsey	Mid-Size	10 (0)	Equity
Moerus Capital Management LLC	U.S.	Emerging	10 (0)	Equity
ATLAS Infrastructure	U.K.	Emerging	10 (0)	Equity
AFL-CIO Housing Investment Trust	U.S.	Mid-Size	10 (0)	Fixed Income
Fithian LLC	U.S.	Emerging	10 (0)	Equity
Cartica Management, LLC	U.S.	Emerging	10 (0)	Equity
SunBridge Capital Partners	U.S.	Emerging	10 (0)	Equity
Sound Shore Management, Inc.	U.S.	Mid-Size	10 (0.5)	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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Q3 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 (Q3'22 vs. Q2'22)	Product Asset Class
Cantillon Capital Management	U.S.	Mid-Size	10 (0)	Equity
Genesis Investment Management, LLP	U.K.	Mid-Size	10 (0)	Equity
Longview Partners (Guernsey) Limited	Guernsey	Mid-Size	10 (0)	Equity
Metropolis Capital Limited	U.K.	Mid-Size	10 (0)	Equity
Edgewood Management LLC	U.S.	Mid-Size	10 (0)	Equity
Aikya Investment Management Limited	U.K.	Emerging	10 (0)	Equity
Eagle Capital Management, LLC	U.S.	Mid-Size	10 (0)	Equity
1060 Capital Management	U.S.	Emerging	10 (0)	Alts/HFs
Haidar Capital Management LLC	U.S.	Mid-Size	10 (0)	Alts/HFs
Longview Asset Management Ltd.	Canada	Emerging	10 (N/A)	Equity
HS Management Partners, LLC	U.S.	Mid-Size	10 (0.5)	Equity
Bay Capital Partners Limited	Mauritius	Emerging	10 (N/A)	Equity
Egerton Capital (UK) LLP	U.K.	Mid-Size	10 (6.5)	Equity
White Oak Capital Partners Pte Ltd	Singapore	Emerging	10 (0)	Equity
Kennox Asset Management	U.K.	Emerging	10 (0.5)	Equity
Sanderson Asset Management LLP	U.K.	Emerging	10 (0)	Equity
Pura Vida Investments, LLC	U.S.	Emerging	10 (1.25)	Alts/HFs
Marshfield Associates	U.S.	Mid-Size	10 (0)	Equity
Marcellus Investment Managers Private Limited	India	Emerging	10 (N/A)	Equity
Xingtai Capital Management Limited	Hong Kong	Emerging	10 (6.5)	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.

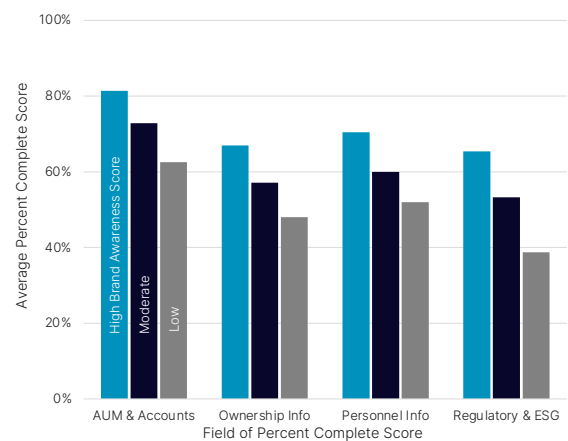
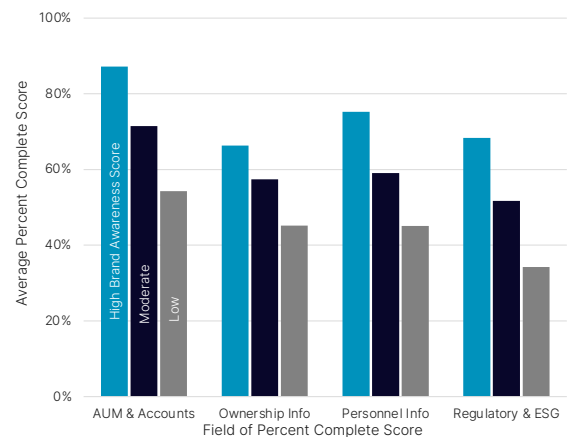
There is evidence illustrating a relationship between high brand awareness scores and firms who diligently share information, and low rankings for those with poor data reporting standards. Any firm which takes their branding seriously should be aware of the impact of their transparency, or lack thereof,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



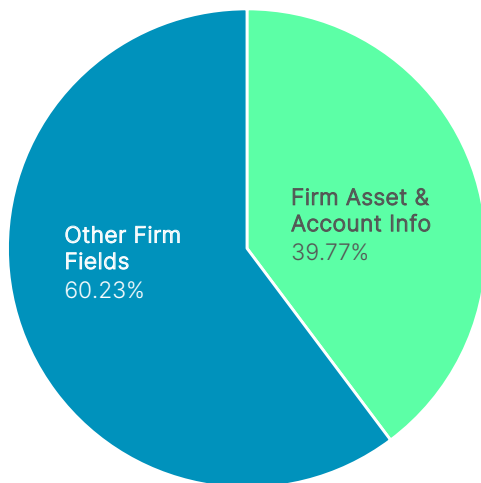


For inclusion in the Brand Awareness rankings, firms must provide a basic piece of information about themselves, their size, by the time the rankings are calculated. A firm's total assets under management is one of the most screened upon firm-related fields by consultants and asset owners every quarter,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

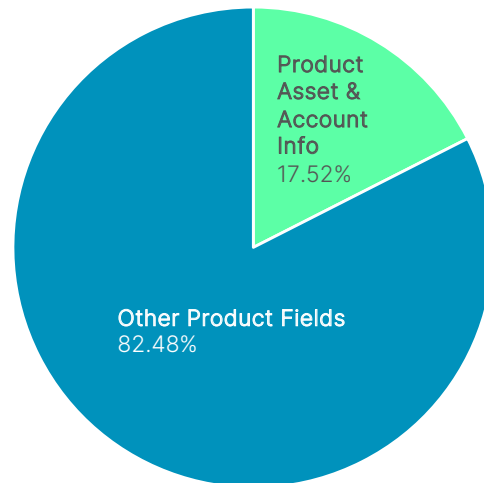
Every quarter, there are firms whose products receive a meaningful number of views, but are excluded from the Brand Awareness rankings for not providing this one, highly screened upon field.

The following page lists firms who might have had highly ranked Brand Awareness scores based on elevated product viewership in Q3, but were unable to be ranked due to not populating the firm total AUM field within at least 90 days after the end of Q2 2022.

Firm-Specific Screens in Q3 2022



Product-Specific (ex-Performance/Style Analysis) Screens in Q3 2022



Most Viewed Firms Excluded from Brand Awareness Rankings

Firm Name	Firm Country	# of Unique Field Screens Missed in Q3 For Not Reporting		
		Firm AUM & Accounts Fields	Product AUM & Accounts Fields	All Unreported Fields
AMP Capital Investors	Australia	78	187	1566
Prudential Financial	U.S.	2637	2881	16846
Bain Capital Credit, LP	U.S.	37	49	237
River and Mercantile Group Plc	U.K.	115	61	461
HGK Asset Management, Inc.	U.S.	318	11	625
Alphinity Investment Management Pty Ltd	Australia	48	53	260
Marshall Wace LLP	U.K.	6	26	64
Resona Bank, Ltd.	Japan	131	44	646
PH&N Institutional (RBC Global Asset Management)	Canada	106	187	1571
Canada Life	Canada	464	373	2007
1167 Capital LLP	U.K.	4	14	196
Ownership Capital B.V.	Netherlands	23	12	121
Cephei Capital Management (Hong Kong) Limited	Hong Kong	6	10	74
Foresight Global Investors, Inc.	U.S.	18	13	101
Industrial Alliance Insurance and Financial Services Inc.	Canada	36	0	301
Hyperion Asset Management	Australia	37	7	185
Richmond Capital Management	U.S.	132	25	295
John Hancock Investments	U.S.	977	885	3339
PRIMECAP Management Company	U.S.	226	135	810
AMG Funds LLC	U.S.	486	100	1643

The # of unique screens missed only pertains to missed firm-level and product-level screens from consultants and asset owners that occurred in Q3 2022, for firms that did not populate their Q2 2022 Firm AUM at the time of data pull and thus were not included in the Q3 2022 Brand Awareness Rankings. All missed screens that occurred in Q3 2022 are counted, even if consultants and asset owners screened for a data point with an older criteria (e.g. firm total AUM in Q2 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 (Q2 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 (Q3 2022) and in a prior comparison period (Q2 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 Q2 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 Q2 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 Q3 2022 vs. Q2 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 Q3 2022 vs. Q2 2022. (If a firm was not ranked in the prior quarter, it receives lowest priority in the tiebreaker.)
- Alphabetically

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