



Fund Brand 50 2023

Tap into the true voice of the market

Brand is everything. A trusted name can drive engagement, referrals, and AUM. The key is possessing — and presenting — the attributes that fund selectors care most about.

Fund Brand 50 2023 provides the most comprehensive independent study of asset manager brand performance, capturing the voice and views of more than 1,200 of the most influential fund selectors in Europe, the U.S., and APAC. Access the results for an exclusive look into fund selector preferences and needs.

Explore companies' scores for 10 key metrics



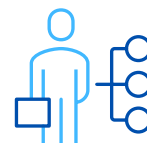
Firm

- Innovation/adaptability
- International standing
- Social responsibility/sustainability
- Solidity



Product

- Investment strategy
- Management team stability
- Expertise



Service

- Client-oriented
- Information provision
- Local knowledge

Delve into region-by-region nuances



Here are just some of the regional highlights:

Europe

Top three brands

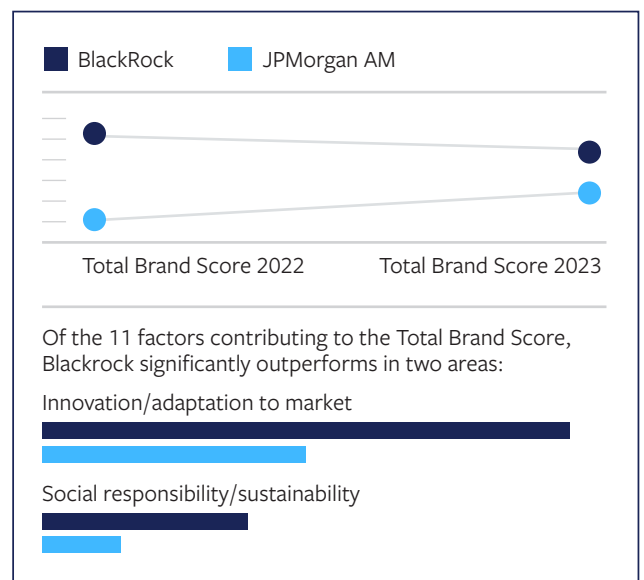
1. BlackRock
2. JPMorgan AM
3. Fidelity

Most influential attributes

1. Client-oriented thinking
2. Appealing investment strategy
3. Expert in what they do

Spotlight: ESG keeps BlackRock at the top in Europe

JPMorgan is closing ground on BlackRock, but an edge in innovation and social responsibility/sustainability helped BlackRock hold its lead.



Asia-Pacific

Top three brands

1. BlackRock
2. JPMorgan AM
3. Fidelity

Most influential attributes

1. Appealing investment strategy
2. Client-oriented thinking
3. Expert in what they do

Spotlight: Amundi's impressive rise

In two years, Amundi jumped from 30th to 19th. Strong scores in social responsibility/sustainability, keeping clients informed, and client-oriented thinking have Amundi knocking on the top 10's door.



United States

Top three brands

1. BlackRock
2. Vanguard
3. Capital Group

Most influential attributes

1. Appealing investment strategy
2. Solidity
3. Knowledge of the market where they operate

Spotlight: Brand really does matter

Price is the leading selection criteria for U.S. fund selectors, but brand-related factors make up eight of the top 10 factors for picking a fund.



Build your brand with FB50

[Order the full report](#) for a transparent look at how fund selectors feel about leading asset managers. Find out which brands are rising or falling — and why.

[Find out more](#) about FB50 and FBF Intelligence, the data that powers the FB50 study.

Research by Fund Buyer Focus

FB50 studies are conducted by Fund Buyer Focus, a subsidiary of Broadridge Financial Solutions. This Berlin-based market-research company specializes in the regular polling of product selectors in the fund-management arena.

Broadridge, a global Fintech leader with over \$5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions that drive business transformation for our clients and help them get ahead of today's challenges to capitalize on what's next.

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