


Institutional Snapshot

UK



A composite image featuring a person's hands writing on a document with a pen in the upper right, a laptop keyboard in the lower left, and a tablet displaying a bar chart in the lower right. The background is a bright, out-of-focus office setting.

Institutional snapshot is a series of annual papers, drawing on the expertise of our career research analysts and practitioners as well as years of institutional market knowledge.

Launched in 2016, Broadridge Institutional Snapshot breaks away from our normal line of business. For the first time we openly share our expertise and content with Pension Fund Decision Makers and in doing so launched a ground-breaking new service, as objective commentary based on rigorous market analysis had never been provided to this audience before.

We provide independent, expert and objective information in each paper which enables Pension Fund Decision Makers to be better informed about what is happening in their industry and among their peers and enhance their decision making in areas such as governance, product and scheme design.

INSTITUTIONAL SNAPSHOT BENEFITS

| Benefit | What you supply | What we supply | How you benefit |
|---------------------------|---|---|--|
| Lead generation | | A list of 200+ UK Pension Fund Decision Makers who have opted-in for each paper. Includes names, job titles, companies and full contact details | Gives sales/business development teams a list of contacts they can approach for business |
| Thought leadership | An 800 word interview / article, complete with a with a photo and 50 word biography of your contributor | We include this in the Expert Opinions section of the paper | Opportunity to showcase expertise in your chosen subject |
| Branding | Hi-resolution Company logo, A4 Advert, 100 word Company Profile | Company logo inserted on front page, advert and profile inserted in main body of document | Increased brand exposure |
| Distribution | | Distribute papers to the 800 members of the PMI's Trustee Group | Increased exposure to more trustees in the UK |



LEAD GENERATION

Broadridge Institutional Snapshot gathers opt-ins for its lead generation programme through **Email Marketing** to the **12,500+ investors/4,600+ schemes** on our Pension Fund Decision Maker Database and then follow this up with **Telephone Interviews** to identify areas of interest. Here is a summary of our database:

ASSET VALUES

| AUM | Under £10m | £10m - £50m | £50m - £100m | £100m - £150m | £150m - £250m | £250m - £500m | £500m - £750m | £750m - £1bn | Above £1bn | Total |
|-----------------------------|------------|-------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|-------|
| Scotland | 187 | 96 | 29 | 15 | 6 | 9 | 4 | 1 | 18 | 365 |
| Northern Ireland | 36 | 17 | 4 | 3 | 0 | 1 | 3 | 1 | 2 | 67 |
| North East | 147 | 84 | 28 | 15 | 9 | 6 | 1 | 1 | 5 | 296 |
| North West | 235 | 188 | 53 | 21 | 15 | 11 | 5 | 0 | 9 | 537 |
| East Midlands | 134 | 120 | 27 | 15 | 8 | 10 | 4 | 2 | 9 | 329 |
| East Anglia | 83 | 68 | 11 | 5 | 6 | 2 | 1 | 2 | 4 | 182 |
| West Midlands | 204 | 134 | 27 | 21 | 8 | 17 | 5 | 3 | 19 | 438 |
| Wales | 71 | 33 | 12 | 2 | 2 | 2 | 0 | 0 | 6 | 128 |
| South West | 145 | 101 | 17 | 10 | 8 | 7 | 6 | 1 | 10 | 305 |
| South East | 293 | 233 | 55 | 46 | 32 | 34 | 23 | 8 | 47 | 771 |
| London (inc Greater London) | 411 | 378 | 123 | 53 | 47 | 74 | 37 | 21 | 68 | 1212 |
| Totals | 1946 | 1452 | 386 | 206 | 141 | 173 | 89 | 40 | 197 | 4630 |

OUR AUDIENCE OF PENSION FUND DECISION MAKERS

- Trustee (Chair of Trustees)
- Scheme Secretary
- Investment (CIO, Head of, Officer, Director, Manager, Analyst)
- Fund selection (Head of)
- Pension Scheme/Plan/Fund (Director, Manager)
- Pensions Administration (Director, Manager)
- Finance (Director, Manager)
- HR (Director, Manager)
- Portfolio (Manager)
- Reward (Manager)
- Benefits (Manager)
- Payroll manager

PREVIOUS AND CURRENT SPONSORS

| | 2016 Sponsorship | 2017 Sponsorship | 2018 Sponsorship |
|-------------------------------------|--|---|---|
| Aberdeen Standard | Diversified Growth Funds UK Retirement Income | Diversified Growth Funds UK Retirement Income | UK Defined Contribution Diversified Growth Funds |
| AXA | | | Cashflow Driven Investing |
| BNY Mellon | UK Defined Contribution | | |
| Capital Group | | UK Retirement Income | |
| Hermes | | Private Markets Environmental Social Governance Investing | |
| Invesco | Diversified Growth Funds LGPS Update | Diversified Growth Funds LGPS Update | UK Defined Contribution Factor Investing Unconstrained Fixed Income |
| Kempen | | Fiduciary Management | |
| Mercer | Fiduciary Management | Private Markets | Cashflow Driven Investing |
| MSCI | | Environmental Social Governance Investing | |
| Newton | UK Retirement Income Unconstrained Fixed Income | UK Defined Contribution UK Retirement Income | |
| PGIM | | | Unconstrained Fixed Income |
| Pictet | | Unconstrained Fixed Income | Diversified Growth Funds |
| Pioneer Investment | | Diversified Growth Funds | |
| Principal Global Investor | Unconstrained Fixed Income | Unconstrained Fixed Income | |
| Quoniam | | | Unconstrained Fixed Income |
| Robeco | | Factor Investing Environmental Social Governance Investing | |
| Royal London | | Environmental Social Governance Investing | |
| Russell Investment | Diversified Growth Funds Fiduciary Management Unconstrained Fixed Income | | |
| Schroders | UK Defined Contribution | Fiduciary Management Factor Investing | |
| State Street Global Advisors | UK Defined Contribution | | |
| Wellington | | | Diversified Growth Funds Environmental Social Governance Investing |

PREVIOUS AND CURRENT SPONSORS



YOUR MEDIA AND COMMUNICATIONS PARTNER

We are building Broadridge Institutional Snapshot so that we can become partners with asset managers on year-long agreements covering all areas where there you have a presence. As we enter our 3rd year we have built:

- **Concept:** A ground-breaking publication, research-backed commentary for PFDMs, providing content of the highest standard, sharing our expertise with pension fund decision maker
- **Content:** A wide array of subjects covering all areas of institutional investment and a regular programme of communication with PFDMs
- **Return on Investment:** A media platform which delivers transparent and proven results
- **Sales:** Lead generation, specific to individual areas of interest
- **Branding:** A reliable and credible method for you to enhance your presence in the institutional space
- **Thought leadership:** A vehicle where you can openly express your view and opinions with regard to certain subject areas
- **Economies of scale:** Discounts for asset managers to become partners on 2 or more papers

CLIENT QUOTES

“ Leads compare very favourably with another competitor programme we used recently, with around 40% firms we have not spoken to in the last three years.”

– Sarah Leslie, Head Of Fiduciary Management, UK&I, Russell Investments

“ Because lead generation is so important, Broadridge Institutional Snapshot really helps us deliver on our marketing objectives“.

– Lucy Silva, Institutional Marketing Manager, BNY Mellon

READER SURVEY QUOTES

“ Really useful. Happy with the introduction of this new offering.”
– Steven Crane, Association of Teachers & Lecturers

“ Still getting familiar with the reporting style, but like the high level conclusions and potential action points for Trustees. These reports do grab you more than others.”
– Matt Fuller, Kingfisher plc.

“ Useful detail on costs & charges.”
– Keith Sully, InterContinental Hotels Group plc.

2018 SCHEDULE

| | |
|----------------------------|----------------|
| Private Markets | April 2018 |
| UK DC | April 2018 |
| Fiduciary Management | June 2018 |
| Diversified Growth Funds | June 2018 |
| Cash Flow Driven Investing | June 2018 |
| Factor Investing | September 2018 |
| Master Trusts | September 2018 |
| Unconstrained Fixed Income | November 2018 |
| ESG | November 2018 |

2018 PRICING STRUCTURE

| | |
|-----------------------|---------|
| Exclusive Sponsorship | £28,000 |
| Collaborative Sponsor | £14,000 |
| Standard Sponsorship | £7,000 |

2018 DISCOUNTS

| | |
|----------------------|------------------------|
| Discounts – option 1 | 5% on signing up to 2 |
| Discounts – option 2 | 10% on signing up to 3 |

OPT-INS AT-A-GLANCE

OPT-INS

What is an opt-in?

An opt-in is a Pension Fund Decision Maker (PFDM) we have contacted who has either read a Broadridge Institutional Snapshot paper or has expressed an interest in reading a paper we are producing. It is important to note that opt-in does not necessarily mean that the PFDM has read the paper.

How do we gain Opt-Ins?

We contact our PFDMs at first by email and then in some cases also by telephone to gain their Opt-In. As such there are two different types of opt-ins:

- Online Opt-ins are those who react to the email we send by clicking on the secure site link in the email and downloading the papers for themselves. For Online Opt-Ins there is a tracker on our secure-site link to follow the user experience and we also ask PFDMs to submit their name and email address on the site to access the papers.
- Telephone Opt-Ins are those who verbally confirm to us over the phone that the paper is of interest and they would like to read it, and that their current intention is to download it in the future. With Telephone Opt-Ins we record each conversation and hold audio files for each conversation held.

Four examples of how to use opt-ins for your benefit

- **Direct Contact** – Offers you potential business leads.
- **Invitation to attend an event** – Offers you the possibility of developing a relationship with prospects.
- **Invitation to read** – Offers you a target audience for your Thought Leadership.

- **Build intelligence** – Helps you learn which topics PFDMs are interested in.

Mistakes to avoid

- Opt-Ins may not like being sold to, try to engage with them on other topics first
- Do not assume that every Opt-In downloaded the paper themselves.
- Do not assume that the papers aren't being passed to colleagues.
- Do not assume every Opt-In will remember their interaction with us.
- Do not contact your Opt-Ins too often, they may find this irritating



GENERAL DATA PROTECTION REGULATIONS (GDPR)

In response to questions regarding GDPR and what we have done in preparation for this new legislation, I have prepared a short list of new protocols we have introduced in partnership with Market Makers, our telemarketing supplier. This has been done to ensure we are fully compliant and able to continue the lead generation programme we offer as part of sponsorship on Broadridge Institutional Insights. These are as follows:

Opt-in – during the course of January we contacted, via email, each of the 12,500+ investors from the 4,600+ schemes on our database to ensure they gave their permission to be contacted by us regarding Broadridge Institutional Snapshot moving forward. At this stage each respondent had the option to choose between opting-out or actively opting-in to being contacted. During this process we lost around a third of the total subscribers we initially had on our database, thus reducing the mailing list to 9,200+ investors from 3,200+ schemes we can access for each paper we publish.

Opt-out – despite conducting an Opt-In process in January, we are still obligated by GDPR to ensure that we provide a reasonable opportunity to Opt-out during each interaction we have with an investor. This would include contact by email, by phone and on our website.

Audit trail – for each interaction we have with an individual we must now have a recorded audit trail of what the interaction was and what the outcome is. This includes adding a tracker to the link on our email so we are able to confirm whether a subscriber visited the site and downloaded a paper as well as recorded telephone conversations so that there is proof of every Opt-In we achieve.

Change of language – we no longer describe the contacts on our lead generation lists as individuals who have “downloaded” our publications. Instead, we describe them as individuals who have opted-in or “expressed a legitimate interest” in the papers we are producing. This means that we stop tying individuals down to certain actions.



“Really useful. Happy with the introduction of this new offering.”

– STEVEN CRANE, ASSOCIATION OF TEACHERS & LECTURERS



CONTACT US

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