

PLAY INVESTMENT MANAGEMENT BINGO

**We reviewed the messaging and communications
of 50 top investment management brands.**

We found that many are saying the things and making the same claims. We also found that many also look spookily similar.

On the reverse, we share the 12 investment management brand clichés we discovered. How many are your brand “guilty” of using.

Play our bingo game to find out.

HOW TO PLAY:

On the bingo card below you will see the 12 clichés we referred to. Using the bingo dabber (or marker to you and me) provided, dab all boxes that have content that features in your brand's communication. Be honest!

When you've finished, pull out your bingo card to find out how many of our top 50 are also "guilty" for each one. Don't worry, you're not alone!

BINGO



We are client centric. We put the client first



We have a staged team photo



We have a strong track record or heritage



We are independent



We have a globe or a world map on our website



We have a quirky illustration style



Our logo is our name in capital letters



Our performance is recognised by awards



Our key brand colour is blue



We have an image of a cityscape on our website



We build trust and are a trusted partner



Our investment strategy is long term

HOW DID YOU SCORE?

..... /12

 <p>Client first Nearly a third also make the same claim. It's important but clearly not differentiating</p>	 <p>Team photo More than a quarter also have a cheesy and ever so slightly awkward team photo</p>	 <p>Heritage 60% we reviewed also like to wax lyrical about their history and heritage</p>	
 <p>Independent You're independent but not unique, as 15 other firms on our list share that status</p>		 <p>World map One in three seem to have forgotten that we have Google Maps now</p>	 <p>Quirky illustration The brand equivalent of the loud or statement tie which one in nearly five of you are wearing</p>
	 <p>Capped logo Ok, sometimes there's a symbol too. But for 6/10 of you there's a little bit of a lack of imagination</p>	 <p>Award winner Everyone's a winner. Not quite. Nearly 50% are hiding their light under a bushel</p>	 <p>Blue brands The sector equivalent of magnolia for half of you. To the blue brands - there are other colours, people</p>
 <p>Cityscapes A picture paints a thousand words. Not for 40% of you who feature generic skyline images</p>	 <p>Trusted partner Trust and partnership is front and centre for 1/5 of you. How you're achieving this might be more interesting...</p>		 <p>Longterm view One in three of you makes an explicit claim. Interestingly, nobody's claiming the opposite</p>

So, what does it all mean?

Although the approach we've taken with the bingo card is a little tongue in cheek, there is a serious point. For many of the 50 investment management brands we reviewed, there is little evidence of what their point of difference is. What sets them apart from their competitors. Why clients should choose them. As we outlined, many firms are making the same claims around themes like customer-centricity, independence and track record. Are these truly differentiating or are they just hygiene factors or table stakes?

Our view is that to be usefully different, you first need to identify what you believe credibly and sustainably sets you apart from your competitors and then explain how this benefits your clients with tangible evidence. This is where we can help.

We're a creative consultancy of communications specialists. We specialise in brand strategy, visual brand identity, brand and marketing communications, and internal engagement. We develop strategy, write copy, design creative and implement our recommendations. We focus on financial services, business-to-business and government and public sector brands. We're Frank. Bright & Abel. Not who we are, but what we do and how we do it. Whatever you want us to be, get in touch.

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