

Asset Management Brand Index 2024

Top Findings

01 Standing out is getting harder to do as a “Great Amorphisation” develops amongst asset managers.

Between 2021 and 2023, the average brand score for both institutional and wholesale asset managers fell marginally, declining to 64.5% (-0.3pts) in the institutional space and to 67.7% (-1.5pts) in the wholesale space. However, in both the institutional and wholesale markets, the standard deviation of brand scores has also decreased. Perceptions of asset managers’ brands among their buyers are experiencing a vortex-like pull towards the middle ground, resulting in a pervasive sense of homogeneity.

02 Struggles to communicate cultural USPs indicate more challenges ahead in the war for talent.

In this iteration of the Index, no companies in either the institutional or wholesale markets scored in the strong bracket (80%+) for their corporate culture.

03 Corporate actions remain a major determinant of brand perception.

Whilst the risers and fallers in the Index tend to move incrementally, shifting up or down slowly over multiple years, reflecting gradual perception shifts, the most dramatic drops usually correspond with major corporate changes.

04 Heightened scrutiny and rigour sees firms’ ESG reputations emerge as an unlikely “winner” over the last two years.

ESG scores are bucking the trend. In the wholesale market, the average ESG score has leapt from 55.4% to 63%; the institutional average inched up from 61.4% to 61.6%.

05 But ESG rankings continue to show little correlation to overall brand ranking.

This indicates it is still not a determining factor in the way that institutional and wholesale buyers judge most asset management brands.



A brand is more difficult to manage than 15 years ago. Trust has become much more important. Our clients are more cynical today about whether managers really mean what they say and can do what they promise – either in an investment sense, a team sense, an ESG sense or a client service sense. A good brand today will be based on attaining that trust.
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