



Targeted Message Creation to Boost Distribution

EXECUTIVE SUMMARY:

- Active equity investment manager experiencing moderate redemptions, wants to increase distribution through advisor channel for future growth.
- Identified that messaging not client-focused and not consistent across communication channels.
- Worked with team to redirect existing messaging to focus on client benefits and apply across print, web, and verbal communications.
- Firm feeling more cohesion and messaging impact to advisors and clients.

PROBLEM:

A smaller investment manager providing actively-managed, large capitalization, contrarian value private accounts and mutual funds was suffering redemptions for the past few years. They were concerned that client and advisor conversations were becoming too short-term results focused and they did not feel their core long-term message was resonating.

Market forces, both clients and advisors shifting money from active to passive strategies as well as a relatively narrowly-led, low volatility US equity market environment, created a strong headwind opposing their investment management style. Clients and advisors were also viewing investment results with a shorter time horizon lens making it more difficult to deliver a long-term results message.

SOLUTION:

We started by conducting a group session discussion of the firm's current messaging, branding, and philosophy. Key aspects of the current messaging were then converted into client-focused benefit statements. A second group session was conducted to deliver this revised messaging and to brainstorm specific client stories that could support and enhance the messaging. These new messaging themes and stories are being implemented across all of the firm's communication channels to include presentations, website, and print materials.

This firm was already working with a website developer for structural website enhancements and had good existing relationships with graphic designers and copy editors. We are working with these existing resources to implement the updated messaging seamlessly across each channel and in the appropriate target audience "language" (more technical for advisors, less technical for individual clients). By setting delivery schedules and coordinating the efforts of these outside resources we will take on accountability tracking for this phase and allow the firm's associates to focus on their primary investment management and client relationship responsibilities.

RESULTS:

Quantifying results for this type of problem and solution will be difficult. There is no short-term cost savings or boost to revenue. The goal is for the firm's associates to feel that the messaging speaks more directly to their audiences – advisors and HNWI individuals. By using their existing messaging as the starting point, and conducting group sessions to fine-tune the final product of the new messaging, the expectation is that associates will feel a strong connection to the message and be able to easily put it into their own words. The consistency of message across communication channels should lead to clients having a deeper and better understanding of the firm's philosophy and results through various market cycles, leading to greater long-term retention.

OUTCOME:

This engagement is currently in delivery phase.