

An aerial photograph of a city skyline, likely New York City, with a network of white lines and glowing nodes overlaid on the buildings. The network is denser in the foreground and fades into the background. The left side of the image is a dark blue gradient with a faint, larger-scale version of the network pattern.

RESEARCH

CONNECTING THE INDUSTRY -
DISCOVERING, INFORMING, PARTICIPATING,
COMMUNICATING AND REPORTING

FUNDS EUROPE CONTENT OPPORTUNITIES: RESEARCH

THE FUNDS EUROPE research team have 30 years' experience in financial journalism combining multi-disciplinary backgrounds that bridge the global political economy, IT, financial regulation & business communications. We have created influential research reports on subjects as diverse as China, investment operations and cryptocurrencies for prestigious clients including Caceis, Standard Chartered and Calastone.

We will work with you to develop and refine a survey of approximately 10-15 questions. These will examine thoughts and attitudes relevant to the current funds sector and will result in a unique piece of research. The final report will be branded exclusively "in partnership" with your organisation and promoted extensively via our own distribution channels.

In addition to the main research piece, **Funds Europe** will promote the findings of this research via news stories, features and a lead-generating webinar.

STEP 1 - Pre-planning: The first stage involves understanding the purpose of the research and the desired outcomes. Considerations include:

- **Aim:** Understanding your aims and choose the key topics you wish to address.
- **Audience:** Defining the audience you wish to target and in which regions (UK, Europe or global).
- **Questions:** Agreeing the questions that need to be asked to achieve the desired results.
- **Outcomes:** To plan how you can develop the results of this research as thought

leadership and confirm which branding and engagement opportunities you wish to utilise to reach your target audience.

STEP 2 - Research: Funds Europe will undertake responsibility for writing the questions, building the survey and promoting it.

- 3 weeks' native position on funds-europe.com
- 3 x solus emails to promote survey to relevant section of the **Funds Europe** email database
- 4 x newsletter sponsorship to relevant section of the **Funds Europe** email
- 2 x posts on the **Funds Europe** LinkedIn company page
- 6 x tweets to **Funds Europe** Twitter followers

STEP 3 - The report is published and promoted to the Funds Europe audience.

Once the research has been completed, you may wish to consider further promoting the results at a proprietorial event, where **Funds Europe** can provide a senior editorial executive to undertake a 30-minute presentation on the findings.

In the past year, we have worked with clients including Caceis, Clearstream, Royal Bank of Canada and Calastone on events in London, Paris, Luxembourg, Dublin, Hong Kong, Singapore and Sydney.

£ price on application

FUNDS EUROPE CONTENT OPPORTUNITIES: SURVEYS

AN ALTERNATIVE TO PLACING sponsored content in isolation is to incorporate your own unique data, gathered by utilising a **Funds Europe** online poll. In turn, this provides quantitative results on which to base an interview with one of your senior executives. The resulting feature is then published in print and online. This option has the added benefit of not only producing great content, but also of providing a branding opportunity around the survey itself.

The screenshot shows the Funds Europe website interface. At the top is a blue navigation bar with the 'funds europe' logo, a search bar, and links for HOME, FUND MGMT, ASSET SERVICING, KNOWLEDGE BANK, FUNDS GLOBAL, FE AWARDS, ABOUT US, and SUBSCRIBE. Below the navigation bar is a white banner for 'SOCIETE GENERALE' with the text 'BESPOKE SOLUTIONS TO SUPPORT YOUR BUSINESS' and a 'LEARN MORE' button. The main content area features a grid of news articles: 'Aviva Investors finds gender gap persists in asset management', 'Old Mutual Wealth employs FNZ as platform hits trouble', 'Brexit: Firms to announce jurisdiction changes by summer', 'German institution signals US property trend', and 'Q1 best-selling fund promoters'. On the right side, there is a 'SURVEY' section for 'PIONEER Investments' featuring a 'Reflation Survey' with a 'Go to Survey' button.

The full package is as follows:

Pre-promotion (4 weeks)

- One-week consultation on topic
- Poll live for three weeks on funds-europe.com home page
- 3 x solus emails promoting the poll
- 3 x newsletters to promote the poll
- Poll promoted on **Funds Europe** social media channels

Creating the feature (3 weeks)

- One-week survey results delivered to you
- Two weeks for journalist to interview your executive
- Two-page article written by **Funds Europe** journalist from interview with client relating to poll results
- You have copy approval and sign off the feature

ARTICLE APPEARS IN PRINT

Online promotion (4 weeks)

- Feature published online (four weeks on homepage)
- Feature promoted via solus email
- Feature promoted via newsletter
- Feature article promoted via **Funds Europe** social media channels

£18,000