



# Nasdaq eVestment Brand Awareness Rankings

Ranking asset management firms' brand awareness among asset owners and consultants globally, regionally, and by asset class in Q4 2024.

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# Executive Summary

Brand awareness is an important factor in the growth and long-term success of asset managers seeking to raise institutional assets. Brand awareness simultaneously addresses the questions of how willing asset owners and consultants are to turn to your firm and how interested they are in your various offerings. Awareness is an early stage in an asset owner's path to successfully completing a mandate. Furthermore, it can impact asset owners' decisions to maintain allocations and consultants' desire to continue recommending managers.

Managers effective in creating brand awareness stand out from their peers, an advantage when competing in a crowded industry. In an attempt to quantify this intangible, we use a metric based on both asset owner and consultant viewership in the Nasdaq eVestment database as a proxy for brand awareness at the combined firm and product levels.

In this report we provide details on the metrics for determining Nasdaq eVestment brand awareness scores and list the highest ranked asset management firms across multiple categories in the current quarter – including changes in scores from the prior quarter. We have also refined the qualification for brand awareness "Industry Leaders" to those firms who ranked high in at least five categories. Lastly, we highlight the importance of data population by including a list of highly viewed firms excluded from brand rankings due to failing to provide the basic metric of firm total AUM.

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## Get Your Firm's Rankings

Fill out this [form](#) to get your firm's Brand Awareness scores and rankings.

## Questions?

[Contact Us](#)

## Q4 2024 Research Activity Overview:

4,500+ unique asset owner and consultant users, from 780+ firms, located across 50+ countries, conducted 173,000+ profile reviews of asset managers' strategies on the Nasdaq eVestment platform in Q4 2024. A profile review, or view, indicates that a user investigated a specific strategy's profile. [Contact us](#) to see how Nasdaq eVestment can help you gain insights into the ways your strategies are being viewed and screened upon by institutional investors and consultants.

## Q4 2024 Highlights:

- **Half of the firms with the highest brand awareness amongst EMEA asset owners are again non-U.S managers.** For the second consecutive quarter, half of the top 20 asset management firms with the highest brand awareness by asset owners in EMEA are headquartered outside the U.S., in countries that include France, Netherlands, Switzerland, Canada, and U.K.
- **Asset class specialization appears to be a net positive in brand awareness for firms with hedge fund offerings.** Fifteen of the Top 20 firms by brand awareness amongst consultants viewing hedge funds in Q4 were primarily focused on this asset class, as evidenced by the fact that 75% or more of each of these respective firms' listed products on the Nasdaq eVestment platform were hedge funds. Amongst asset owners viewing hedge funds, 10 of the Top 20 firms met this 75% or higher criteria. Both categories held the highest proportion of firms with three-quarters or more of their offerings specializing in one asset class versus the equity, fixed income, and multi-asset class Top 20 firm breakouts.
- **The Most Viewed Unranked Firms (see page 20) missed an average of 1,621 unique field screens from asset owners and consultants in Q4 due to not reporting profile information in a complete and timely manner.** Reporting firm total AUM is a requisite for inclusion in the Nasdaq eVestment Brand Awareness Rankings and we provide a section towards the end of each quarterly report about the importance of data population. After this section, we list the most viewed unranked firms to highlight managers that may have made one or more of our Top 20 ranked lists but were excluded due to their profiles missing the requisite AUM data for inclusion.
- **Fidelity Investments, DSM Capital Partners LLC, and Discerene Group LP had the greatest quarter-over-quarter improvements in their brand awareness scores amongst asset owners in their respective firm categories.** The enhancements pushed all three firms back into the Top 20 lists within their respective size groupings – Fidelity was last seen in the Top 20 among large firms in Q2'24, DSM Capital was last in Top 20 among mid-size firms in Q4'19, and this is Discerene's first Top 20 finish within the emerging category (though it is also only the third quarter in which they have been ranked). Discerene's most viewed product in Q4 was also only added to the Nasdaq eVestment platform in the 2nd week of October.

# About This Report

A brand is more than a name. A firm's brand represents collective opinions on its corporate actions, its products' perceived value, its services and people, and how effectively it presents each of these to the marketplace.

Brand awareness can be driven by several factors, including corporate actions, performance track records, thought leadership, personnel and stability, socially responsible initiatives including ESG and D&I practices and transparency related to each of these factors. Understanding the strengths, drivers and effects of brand awareness should be a central part of the growth strategy for any manager.

For asset managers targeting the institutional community, the Nasdaq eVestment platform is the primary place where each of these metrics can be thoroughly presented to, and consumed by, both consultant and asset owner audiences. Firms recognized for doing a combination of all of these items well will have high and positive brand awareness, which can only help when it comes to allocation decisions on both current and potential mandates.

In this report we offer details on the metrics used to determine an asset manager's brand awareness and provide lists of the highest ranking firms in across various categories in the current quarter.

Each firm's brand awareness score is calculated as the average of their firm awareness decile ranking and their product awareness decile rankings. For example, a manager whose firm awareness value is in the top decile (rank of "10") and whose product awareness is also in the top decile (rank of "10") will have a brand awareness score of 10. A manager whose firm awareness value is in the top decile (rank of "10") and whose product awareness is in the ninth decile (rank of "9") will have a brand awareness score of 9.5.

High brand awareness indicates that a firm has successfully garnered broad attention across their product lineup. To illustrate, we can use Apple as an example. Millions of consumers purchase iPhones every year (firm awareness) and many of those individuals will also own an iPad, iMac or AirPods (product awareness). The high number of unique buyers and the willingness of those buyers to be interested in multiple products signifies Apple has high brand awareness.

## Definitions of Terms

**Brand Awareness:** A combination of the breadth and depth of consultant and asset owner viewership of a firm and its products. Measured by the average of its firm awareness and product awareness scores, it represents the ability of a firm to garner consistent and sizeable attention across its product lineup.

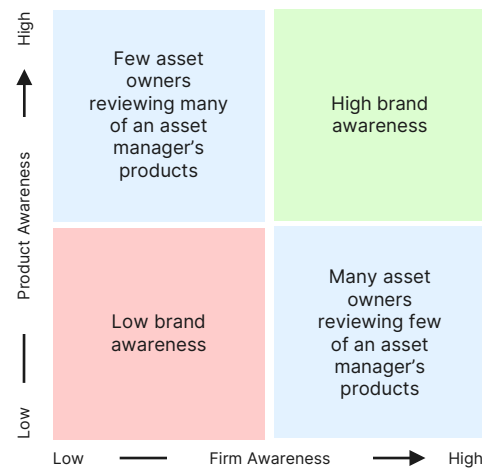
**Firm Awareness:** The diversity of attention a firm is able to command, measured by the quantity of individual consultants or asset owners that review at least one of a firm's products in a given period.

**Product Awareness:** The breadth of attention a firm is able to command within its product lineup, measured by the average number of distinct products reviewed per consultant or asset owner in a given period.

**Consultant Review:** A view of a product's profile by a consultant through one of the following areas of Nasdaq eVestment: full product profile, product fast facts, firm fast facts, interactive product profile and mobile profile.

**Asset Owner Review:** A view of a product's profile by an institutional asset owner through one of the following areas of Nasdaq eVestment: full product profile, product fast facts, firm fast facts, interactive product profile and mobile profile.

## Brand Awareness Matrix



## How We Calculate Brand Awareness

**Brand awareness** is a score between 1 and 10. It is calculated as the average of the decile ranks of two metrics, firm awareness and product awareness.

**Firm awareness** is measured by the number of unique asset owners or consultants that review a firm's products during a given period. The more unique individual viewers a firm has, the higher its firm awareness value and the higher its decile rank for this metric.

**Product awareness** is measured by the average number of distinct products reviewed per asset owner or consultant in a given period. The more of an asset managers' products a unique Nasdaq eVestment user views, the higher its product awareness value and the higher its decile rank for this metric.

## Different Measures of Brand Awareness

We take into account multiple factors which can drive the awareness of a brand, including the overall size of a firm, the regional preferences of Nasdaq eVestment users, the different asset class specialties of managers, and even the number of products a firm may offer or report to Nasdaq eVestment. For these reasons we chose to look at scores within multiple categories, listed on the right.

Within each category there is a brand awareness score calculated for consultants and a brand awareness score for asset owners, as each group has different tendencies and structures driving their product viewership.



### Global Brand Awareness

Global brand awareness scores use products' viewership data from Nasdaq eVestment asset owner and consultant clients across the world. Decile rankings for managers are computed relative to each subset of emerging (<\$2.5 billion), mid-sized (\$2.5 billion to \$40 billion) and large (>\$40 billion) firms to limit the impact of size on firm or product awareness values.



### Regional Brand Awareness

Regional rankings calculate brand awareness scores for Nasdaq eVestment asset owner and consultant clients based on the region in which the viewing clients sit. There are asset owner and consultant brand awareness rankings for the Americas, EMEA and APAC regions. Asset managers should be able to understand whether their firm's brand is stronger or weaker in different parts of the world.



### Asset Class Brand Awareness

Firms are ranked based on the global asset owner and consultant viewership of their products segmented by asset class, including equity, fixed income, multi-asset and hedge fund. Firms which focus their efforts on one or two markets may only be concerned with their brand awareness within those categories.



### Single Product Brand Awareness

Because rankings can be skewed by firms which report only one product (these firms would always have a score of "1" under product awareness), the global, regional and asset class rankings require firms report a minimum of at least two products. There are many firms which report only a single product which also receive meaningful attention. Single product scores are calculated using the average of the deciles for unique number of viewers (the normal firm awareness ranking) and then total views of their product (a different measure of product awareness).



# Q4 2024 Brand Awareness Rankings

## Industry Leaders

On the following pages are the highest ranked firms by consultant and asset owner brand awareness scores across (1) all clients and segmented by asset managers' AUM size, (2) for clients segmented by the region in which they viewed products' profiles, (3) for global clients and segmented by product asset class and (4) for firms reporting only a single product. First, however, it should be recognized that there are a few firms which consistently show up in this quarter's rankings. These firms stand out within the institutional community because their brand awareness is high among asset owners, high among consultants, high by region where these clients sit and high by the different asset classes in which they operate. These firms have truly exceptional brand awareness within the institutional community.



### Industry Leaders Among Consultants

	By Size	Americas	EMEA	APAC	Equity	Fixed Income	Multi-Asset	Hedge Fund	Total
BlackRock	█	█	█	█	█	█	█	█	8
Wellington Management Company LLP	█	█	█	█	█	█	█	█	8
State Street Global Advisors	█	█	█	█	█	█			7
PIMCO	█	█	█	█		█	█	█	7
Fidelity Investments	█	█		█	█		█		6
Vanguard	█	█		█	█	█	█		6
T. Rowe Price	█	█		█	█	█	█		6
MFS Investment Management	█	█		█	█		█		5

### Industry Leaders Among Asset Owners

	By Size	Americas	EMEA	APAC	Equity	Fixed Income	Multi-Asset	Hedge Fund	Total
BlackRock	█	█	█	█	█	█	█	█	8
J.P. Morgan Investment Management Inc.	█	█	█	█	█	█	█		7
Wellington Management Company LLP*	█	█	█	█	█	█			6
Acadian Asset Management LLC	█	█	█	█	█				5
Lazard Asset Management LLC*	█	█	█	█	█				5
PIMCO*	█	█	█	█		█			5
Robeco Holding B.V.*	█		█	█	█	█			5
Invesco, Ltd	█	█		█	█		█		5

\*Newly added to this quarter's list. A firm must be ranked highly in at least five categories to be considered an Industry Leader across the respective asset owner and consultant breakouts.

# Q4 2024 Brand Awareness Rankings

## Global: Large Firms

These are the highest ranked firms with >\$40bn in AUM based on Nasdaq eVestment's Brand Awareness ranking among consultants and asset owners across the globe. Rankings are in descending order. For methodology details, see last page in this report.

### Among Consultants:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	BlackRock	U.S.	802	10 (0)
2	Vanguard	U.S.	292	10 (0)
3	Wellington Management Company LLP	U.S.	228	10 (0)
4	State Street Global Advisors	U.S.	485	10 (0)
5	T. Rowe Price	U.S.	260	10 (0)
6	PIMCO	U.S.	214	10 (+0.5)
7	RBC Global Asset Management	Canada	151	10 (0)
8	Fidelity Investments	U.S.	300	10 (0)
9	MFS Investment Management	U.S.	151	10 (+0.5)
10	J.P. Morgan Investment Management Inc.	U.S.	334	10 (0)
11	Acadian Asset Management LLC	U.S.	80	10 (0)
12	Lazard Asset Management LLC	U.S.	170	10 (+0.5)
13	Dimensional Fund Advisors LP	U.S.	152	10 (+0.5)
14	Fiera Capital Corporation	Canada	71	9.5 (0)
15	Baillie Gifford & Co	U.K.	49	9.5 (0)
16	Connor, Clark & Lunn Investment Management Ltd.	Canada	36	9.5 (+0.5)
17	Schroder Investment Management Limited	U.K.	244	9.5 (0)
18	Goldman Sachs Asset Management	U.S.	224	9.5 (+1.5)
19	Columbia Threadneedle Investments	U.S.	198	9.5 (+1)
20	AllianceBernstein L.P.	U.S.	160	9.5 (+0.5)

### Among Asset Owners:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	BlackRock	U.S.	802	10 (0)
2	Acadian Asset Management LLC	U.S.	80	10 (0)
3	J.P. Morgan Investment Management Inc.	U.S.	334	10 (0)
4	Wellington Management Company LLP	U.S.	228	10 (+0.5)
5	Lazard Asset Management LLC	U.S.	170	10 (+0.5)
6	PIMCO	U.S.	214	10 (+1)
7	Arrowstreet Capital, Limited Partnership	U.S.	25	10 (0)
8	Robeco Holding B.V.	Netherlands	78	10 (+1.5)
9	T. Rowe Price	U.S.	260	9.5 (-0.5)
10	Invesco, Ltd	U.S.	252	9.5 (+0.5)
11	Fidelity Investments	U.S.	300	9.5 (+2.5)
12	Connor, Clark & Lunn Investment Management Ltd.	Canada	36	9.5 (0)
13	Baillie Gifford & Co	U.K.	49	9.5 (+1)
14	Federated Hermes, Inc.	U.S.	123	9.5 (+1)
15	Man Group	U.K.	88	9.5 (+0.5)
16	WCM Investment Management	U.S.	20	9.5 (+1)
17	Vanguard	U.S.	292	9.5 (0)
18	AQR Capital Management LLC	U.S.	87	9 (0)
19	Schroder Investment Management Limited	U.K.	244	9 (-1)
20	M&G Investments	U.K.	79	9 (+0.5)

Large Firm = Reported total AUM > \$40 billion.

Firms in green are newly added to the rankings for the current quarter.

"N/A" in the delta indicates firm was not included in last quarter's report.

# Q4 2024 Brand Awareness Rankings

## Global: Mid-Size Firms

These are the highest ranked firms with between \$2.5bn and \$40bn in AUM based on Nasdaq eVestment's Brand Awareness ranking among consultants and asset owners across the globe. Rankings are in descending order. For methodology details, see last page in this report.

### Among Consultants:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	Los Angeles Capital Management LLC	U.S.	23	10 (0)
2	ARGA Investment Management, LP	U.S.	16	10 (0)
3	EARNEST Partners, LLC	U.S.	20	10 (+0.5)
4	Jacobs Levy Equity Management	U.S.	44	10 (+0.5)
5	Ariel Investments, LLC	U.S.	10	10 (+1)
6	Burgundy Asset Management Ltd.	Canada	36	10 (+0.5)
7	Wasatch Global Investors	U.S.	24	10 (+0.5)
8	Hotchkis and Wiley Capital Management, LLC	U.S.	17	10 (0)
9	Addenda Capital Inc.	Canada	30	10 (+0.5)
10	Stewart Investors	U.K.	10	10 (+0.5)
11	Beutel, Goodman & Company Ltd.	Canada	20	9.5 (0)
12	Axiom Investors	U.S.	15	9.5 (+1)
13	Leith Wheeler Investment Counsel Ltd.	Canada	25	9.5 (-0.5)
14	Sit Investment Associates, Inc.	U.S.	29	9.5 (+0.5)
15	Strategic Global Advisors, LLC	U.S.	13	9.5 (N/A)
16	Hardman Johnston Global Advisors LLC	U.S.	8	9.5 (+0.5)
17	Brandes Investment Partners, L.P.	U.S.	20	9.5 (0)
18	Granahan Investment Management, Inc.	U.S.	11	9.5 (+0.5)
19	GlobeFlex Capital, L.P.	U.S.	12	9.5 (0)
20	TD Global Investment Solutions – TD Epoch	U.S.	16	9.5 (0)

### Among Asset Owners:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	Jacobs Levy Equity Management	U.S.	44	10 (0)
2	Los Angeles Capital Management LLC	U.S.	23	10 (0)
3	PanAgora Asset Management, Inc.	U.S.	32	10 (+1)
4	Ariel Investments, LLC	U.S.	10	10 (0)
5	D. E. Shaw Investment Management, L.L.C.	U.S.	10	10 (+1.5)
6	ARGA Investment Management, LP	U.S.	16	9.5 (0)
7	Stewart Investors	U.K.	10	9.5 (+1)
8	Hillsdale Investment Management Inc.	Canada	17	9.5 (0)
9	Wasatch Global Investors	U.S.	24	9.5 (0)
10	ABS Global Investments	U.S.	14	9.5 (+1)
11	Brandes Investment Partners, L.P.	U.S.	20	9.5 (+0.5)
12	Algert Global LLC	U.S.	6	9.5 (+1)
13	NS Partners Ltd	U.K.	11	9.5 (0)
14	Fuller & Thaler Asset Management, Inc.	U.S.	7	9.5 (0)
15	Mirova	France	10	9.5 (+2)
16	GlobeFlex Capital, L.P.	U.S.	12	9.5 (+1.5)
17	Graham Capital Management L.P.	U.S.	15	9.5 (+1)
18	Colchester Global Investors Limited	U.K.	18	9.5 (+1)
19	DSM Capital Partners LLC	U.S.	4	9.5 (+2.5)
20	Hotchkis and Wiley Capital Management, LLC	U.S.	17	9 (-0.5)

Mid-Size Firm = Reported total AUM between \$2.5 and \$40 billion.  
 Firms in green are newly added to the rankings for the current quarter.  
 "N/A" in the delta indicates firm was not included in last quarter's report.

# Q4 2024 Brand Awareness Rankings

## Global: Emerging Firms

These are the highest ranked firms with <\$2.5bn in AUM based on Nasdaq eVestment's Brand Awareness ranking among consultants and asset owners across the globe. Rankings are in descending order. For methodology details, see last page in this report.

### Among Consultants:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	Ativo Capital Management	U.S.	11	10 (0)
2	Oliver Luxxe Assets, LLC	U.S.	7	10 (0)
3	Riverwater Partners LLC	U.S.	3	10 (+1)
4	Promethos Capital LLC	U.S.	6	10 (0)
5	Denali Advisors, LLC	U.S.	11	10 (0)
6	Penn Capital Management Company, LLC	U.S.	11	10 (0)
7	Channing Global Advisors LLC	U.S.	5	10 (+0.5)
8	Triasima Portfolio Management Inc.	Canada	9	10 (+1.5)
9	Oldfield Partners LLP	U.K.	6	10 (+0.5)
10	Ballina Capital, LLC	U.S.	4	10 (+0.5)
11	Applied Research Investment Advisors Inc	Canada	9	10 (N/A)
12	Qtron Investments LLC	U.S.	9	9.5 (-0.5)
13	Saguaro Capital Management, LLC	U.S.	5	9.5 (-0.5)
14	Huber Capital Management, LLC	U.S.	6	9.5 (+0.5)
15	Kabouter Management LLC	U.S.	3	9.5 (-0.5)
16	Sawgrass Asset Management, LLC	U.S.	9	9.5 (+1.5)
17	V-Square Quantitative Management LLC	U.S.	6	9.5 (+0.5)
18	Decatur Capital Management, Inc.	U.S.	6	9.5 (+0.5)
19	Haven Global Partners, LLC	U.S.	3	9.5 (-0.5)
20	Slow Capital Inc.	U.S.	3	9.5 (0)

### Among Asset Owners:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	Qtron Investments LLC	U.S.	9	10 (0)
2	Triasima Portfolio Management Inc.	Canada	9	10 (+0.5)
3	Ativo Capital Management	U.S.	11	10 (+0.5)
4	Pembroke Management Ltd	Canada	7	10 (+0.5)
5	AJO Vista, LLC	U.S.	4	10 (+1.5)
6	GIA Partners, LLC	U.S.	6	10 (+1)
7	Channing Global Advisors LLC	U.S.	5	10 (+0.5)
8	Discerene Group LP	U.S.	3	10 (+2.75)
9	Acuitas Investments, LLC	U.S.	5	10 (+1.5)
10	Cornerstone Investment Partners LLC	U.S.	9	9.5 (-0.5)
11	Skerryvore Asset Management	U.K.	3	9.5 (+0.5)
12	Cedar Street Asset Management LLC	U.S.	4	9.5 (+2.25)
13	Nicholas Investment Partners	U.S.	7	9.5 (+2.25)
14	Kabouter Management LLC	U.S.	3	9.5 (+0.5)
15	Easterly Investment Partners LLC	U.S.	8	9.5 (+1)
16	Seizert Capital Partners	U.S.	6	9.5 (+0.5)
17	Virtus Systematic	U.S.	6	9.5 (+1)
18	Passaic Partners LLC	U.S.	8	9.5 (+0.5)
19	SG Capital Management, LLC	U.S.	5	9.5 (+0.5)
20	Penn Capital Management Company, LLC	U.S.	11	9.5 (+0.5)

Emerging Firm = Reported total AUM less than \$2.5 billion.  
 Firms in green are newly added to the rankings for the current quarter.  
 "N/A" in the delta indicates firm was not included in last quarter's report.

# Q4 2024 Brand Awareness Rankings

## Regional: Americas

These are the highest ranked firms across any AUM size based on Nasdaq eVestment's Brand Awareness ranking among consultants and asset owners based in the Americas. Rankings are in descending order. For methodology details, see last page in this report.

### Among Consultants:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	Vanguard	U.S.	Large	10 (0)
2	BlackRock	U.S.	Large	10 (0)
3	State Street Global Advisors	U.S.	Large	10 (0)
4	Wellington Management Company LLP	U.S.	Large	10 (0)
5	T. Rowe Price	U.S.	Large	10 (0)
6	RBC Global Asset Management	Canada	Large	10 (0)
7	PIMCO	U.S.	Large	10 (0)
8	Fidelity Investments	U.S.	Large	10 (0)
9	Fiera Capital Corporation	Canada	Large	10 (0)
10	Connor, Clark & Lunn Investment Management Ltd.	Canada	Large	10 (0)
11	Acadian Asset Management LLC	U.S.	Large	10 (0)
12	TD Global Investment Solutions	Canada	Large	10 (0)
13	J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
14	Dimensional Fund Advisors LP	U.S.	Large	10 (0)
15	Northern Trust Asset Management	U.S.	Large	10 (0)
16	MFS Investment Management	U.S.	Large	10 (0)
17	Fidelity Canada Institutional	Canada	Large	10 (0)
18	Lazard Asset Management LLC	U.S.	Large	10 (0)
19	Mawer Investment Management Ltd.	Canada	Large	10 (+0.5)
20	Arrowstreet Capital, Limited Partnership	U.S.	Large	10 (0)

### Among Asset Owners:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	Acadian Asset Management LLC	U.S.	Large	10 (0)
2	Fidelity Investments	U.S.	Large	10 (+1)
3	BlackRock	U.S.	Large	10 (0)
4	J.P. Morgan Investment Management Inc.	U.S.	Large	10 (+0.5)
5	Arrowstreet Capital, Limited Partnership	U.S.	Large	10 (0)
6	T. Rowe Price	U.S.	Large	10 (0)
7	Connor, Clark & Lunn Investment Management Ltd.	Canada	Large	10 (0)
8	Jacobs Levy Equity Management	U.S.	Mid-Size	10 (0)
9	PIMCO	U.S.	Large	10 (+0.5)
10	Wellington Management Company LLP	U.S.	Large	10 (+0.5)
11	Lazard Asset Management LLC	U.S.	Large	10 (+0.5)
12	WCM Investment Management	U.S.	Large	10 (+1)
13	Baillie Gifford & Co	U.K.	Large	10 (+0.5)
14	Invesco, Ltd	U.S.	Large	10 (+1)
15	Vanguard	U.S.	Large	10 (0)
16	AQR Capital Management LLC	U.S.	Large	10 (0)
17	Federated Hermes, Inc.	U.S.	Large	10 (+1)
18	Los Angeles Capital Management LLC	U.S.	Mid-Size	10 (0)
19	Franklin Resources, Inc.	U.S.	Large	10 (+1.5)
20	ARGA Investment Management, LP	U.S.	Mid-Size	10 (+1)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

Firms in green are newly added to the rankings for the current quarter.

"N/A" in the delta indicates firm was not included in last quarter's report.

## Q4 2024 Brand Awareness Rankings

# Regional: EMEA

These are the highest ranked firms across any AUM size based on Nasdaq eVestment's Brand Awareness ranking among consultants and asset owners based in EMEA. Rankings are in descending order. For methodology details, see last page in this report.

### Among Consultants:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	BlackRock	U.S.	Large	10 (0)
2	Columbia Threadneedle Investments	U.S.	Large	10 (+0.5)
3	Legal & General Investment Management (LGIM)	U.K.	Large	10 (0)
4	Schroder Investment Management Limited	U.K.	Large	10 (0)
5	State Street Global Advisors	U.S.	Large	10 (0)
6	Fidelity International	Bermuda	Large	10 (+0.5)
7	Goldman Sachs Asset Management	U.S.	Large	10 (+0.5)
8	PIMCO	U.S.	Large	10 (0)
9	PGIM Fixed Income	U.S.	Large	10 (+0.5)
10	Morgan Stanley Investment Management	U.S.	Large	10 (+0.5)
11	UBS Asset Management	Switzerland	Large	10 (0)
12	Polen Capital Management, LLC	U.S.	Large	10 (0)
13	American Century Investments	U.S.	Large	10 (0)
14	Pictet Asset Management	Switzerland	Large	10 (+0.5)
15	Los Angeles Capital Management LLC	U.S.	Mid-Size	10 (+1)
16	Fidelity Investments	U.S.	Large	10 (+0.5)
17	Fisher Investments	U.S.	Large	10 (0)
18	The TCW Group, Inc.	U.S.	Large	10 (+0.5)
19	Ashmore Group plc	U.K.	Large	10 (0)
20	Wellington Management Company LLP	U.S.	Large	9.5 (-0.5)

### Among Asset Owners:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	BlackRock	U.S.	Large	10 (0)
2	Robeco Holding B.V.	Netherlands	Large	10 (0)
3	Acadian Asset Management LLC	U.S.	Large	10 (0)
4	Wellington Management Company LLP	U.S.	Large	10 (0)
5	Federated Hermes, Inc.	U.S.	Large	10 (0)
6	M&G Investments	U.K.	Large	10 (0)
7	PIMCO	U.S.	Large	10 (0)
8	J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
9	State Street Global Advisors	U.S.	Large	10 (+0.5)
10	Lazard Asset Management LLC	U.S.	Large	10 (+0.5)
11	Man Group	U.K.	Large	10 (0)
12	Janus Henderson Investors	U.K.	Large	10 (0)
13	Schroder Investment Management Limited	U.K.	Large	10 (0)
14	Goldman Sachs Asset Management	U.S.	Large	10 (0)
15	RBC Global Asset Management	Canada	Large	10 (+0.5)
16	Amundi Asset Management	France	Large	10 (0)
17	Legal & General Investment Management (LGIM)	U.K.	Large	10 (+0.5)
18	AQR Capital Management LLC	U.S.	Large	10 (0)
19	Lombard Odier Investment Managers	Switzerland	Large	10 (+1)
20	UBS Asset Management	Switzerland	Large	10 (+0.5)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

Firms in green are newly added to the rankings for the current quarter.

"N/A" in the delta indicates firm was not included in last quarter's report.

## Q4 2024 Brand Awareness Rankings

# Regional: APAC

These are the highest ranked firms across any AUM size based on Nasdaq eVestment's Brand Awareness ranking among consultants and asset owners based in APAC. Rankings are in descending order. For methodology details, see last page in this report.

### Among Consultants:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	Wellington Management Company LLP	U.S.	Large	10 (0)
2	MFS Investment Management	U.S.	Large	10 (0)
3	Baillie Gifford & Co	U.K.	Large	10 (+0.5)
4	Lazard Asset Management LLC	U.S.	Large	10 (0)
5	Vanguard	U.S.	Large	10 (0)
6	BlackRock	U.S.	Large	10 (0)
7	T. Rowe Price	U.S.	Large	10 (0)
8	AllianceBernstein L.P.	U.S.	Large	10 (0)
9	RBC Global Asset Management	Canada	Large	10 (0)
10	PIMCO	U.S.	Large	10 (0)
11	Fidelity Investments	U.S.	Large	10 (0)
12	State Street Global Advisors	U.S.	Large	10 (0)
13	Columbia Threadneedle Investments	U.S.	Large	10 (0)
14	Asset Management One Co., Ltd.	Japan	Large	10 (0)
15	Principal Asset Management	U.S.	Large	10 (0)
16	ARGA Investment Management, LP	U.S.	Mid-Size	10 (0)
17	Man Group	U.K.	Large	10 (+0.5)
18	Morgan Stanley Investment Management	U.S.	Large	10 (0)
19	Brandes Investment Partners, L.P.	U.S.	Mid-Size	10 (0)
20	Artisan Partners Limited Partnership	U.S.	Large	10 (+0.5)

### Among Asset Owners:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	BlackRock	U.S.	Large	10 (0)
2	Wellington Management Company LLP	U.S.	Large	10 (0)
3	M&G Investments	U.K.	Large	10 (0)
4	Lazard Asset Management LLC	U.S.	Large	10 (0)
5	Los Angeles Capital Management LLC	U.S.	Mid-Size	10 (0)
6	J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
7	Invesco, Ltd	U.S.	Large	10 (0)
8	Schroder Investment Management Limited	U.K.	Large	10 (0)
9	Amundi Asset Management	France	Large	10 (0)
10	PIMCO	U.S.	Large	10 (+0.5)
11	Pzena Investment Management, LLC	U.S.	Large	10 (0)
12	Asset Management One Co., Ltd.	Japan	Large	10 (0)
13	Acadian Asset Management LLC	U.S.	Large	10 (0)
14	Loomis, Sayles & Company, L.P.	U.S.	Large	10 (0)
15	Robeco Holding B.V.	Netherlands	Large	10 (+0.5)
16	Morgan Stanley Investment Management	U.S.	Large	10 (0)
17	MFS Investment Management	U.S.	Large	10 (0)
18	Jupiter Asset Management	U.K.	Large	10 (0)
19	Sumitomo Mitsui DS Asset Management Company, Ltd.	Japan	Large	10 (0)
20	Nomura Asset Management	Japan	Large	10 (+0.5)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

Firms in green are newly added to the rankings for the current quarter.

"N/A" in the delta indicates firm was not included in last quarter's report.

## Q4 2024 Brand Awareness Rankings

# Equity

These are the highest ranked firms across any AUM size based on Nasdaq eVestment's Brand Awareness ranking among consultants and asset owners across the globe, and only within the managers' Equity product offerings. Rankings are in descending order. For methodology details, see last page in this report.

### Among Consultants:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	Vanguard	U.S.	Large	10 (0)
2	BlackRock	U.S.	Large	10 (0)
3	T. Rowe Price	U.S.	Large	10 (0)
4	Wellington Management Company LLP	U.S.	Large	10 (0)
5	Lazard Asset Management LLC	U.S.	Large	10 (0)
6	MFS Investment Management	U.S.	Large	10 (0)
7	Connor, Clark & Lunn Investment Management Ltd.	Canada	Large	10 (0)
8	Acadian Asset Management LLC	U.S.	Large	10 (0)
9	State Street Global Advisors	U.S.	Large	10 (0)
10	Columbia Threadneedle Investments	U.S.	Large	10 (+0.5)
11	J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
12	Dimensional Fund Advisors LP	U.S.	Large	10 (0)
13	Baillie Gifford & Co	U.K.	Large	10 (+0.5)
14	Fidelity Investments	U.S.	Large	10 (0)
15	Fiera Capital Corporation	Canada	Large	10 (0)
16	TD Global Investment Solutions	Canada	Large	10 (0)
17	ARGA Investment Management, LP	U.S.	Mid-Size	10 (0)
18	Pzena Investment Management, LLC	U.S.	Large	10 (0)
19	Arrowstreet Capital, Limited Partnership	U.S.	Large	10 (0)
20	Schroder Investment Management Limited	U.K.	Large	10 (0)

### Among Asset Owners:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	Acadian Asset Management LLC	U.S.	Large	10 (0)
2	BlackRock	U.S.	Large	10 (+0.5)
3	Wellington Management Company LLP	U.S.	Large	10 (0)
4	Jacobs Levy Equity Management	U.S.	Mid-Size	10 (0)
5	Los Angeles Capital Management LLC	U.S.	Mid-Size	10 (0)
6	J.P. Morgan Investment Management Inc.	U.S.	Large	10 (0)
7	Lazard Asset Management LLC	U.S.	Large	10 (+0.5)
8	Federated Hermes, Inc.	U.S.	Large	10 (+0.5)
9	Arrowstreet Capital, Limited Partnership	U.S.	Large	10 (0)
10	T. Rowe Price	U.S.	Large	10 (0)
11	Connor, Clark & Lunn Investment Management Ltd.	Canada	Large	10 (0)
12	Robeco Holding B.V.	Netherlands	Large	10 (+0.5)
13	WCM Investment Management	U.S.	Large	10 (+0.5)
14	Fidelity Investments	U.S.	Large	10 (+1.5)
15	Invesco, Ltd	U.S.	Large	10 (+0.5)
16	Pzena Investment Management, LLC	U.S.	Large	10 (+0.5)
17	American Century Investments	U.S.	Large	10 (+1)
18	Franklin Resources, Inc.	U.S.	Large	10 (+1)
19	PanAgora Asset Management, Inc.	U.S.	Mid-Size	10 (+1)
20	Marshall Wace Asset Management Ltd	U.K.	Large	10 (+2)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

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## Q4 2024 Brand Awareness Rankings

# Fixed Income

These are the highest ranked firms across any AUM size based on Nasdaq eVestment's Brand Awareness ranking among consultants and asset owners, and only within the managers' Fixed Income product offerings. Rankings are in descending order. For methodology details, see last page in this report.

### Among Consultants:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	PIMCO	U.S.	Large	10 (0)
2	BlackRock	U.S.	Large	10 (0)
3	State Street Global Advisors	U.S.	Large	10 (+0.5)
4	RBC Global Asset Management	Canada	Large	10 (0)
5	Wellington Management Company LLP	U.S.	Large	10 (+0.5)
6	TD Global Investment Solutions	Canada	Large	10 (0)
7	Loomis, Sayles & Company, L.P.	U.S.	Large	10 (0)
8	Western Asset Management Company, LLC	U.S.	Large	10 (0)
9	Income Research + Management	U.S.	Large	10 (0)
10	Neuberger Berman Group LLC	U.S.	Large	10 (+0.5)
11	Legal & General Investment Management (LGIM)	U.K.	Large	10 (+0.5)
12	Payden & Rygel	U.S.	Large	10 (0)
13	Nuveen, a TIAA Company	U.S.	Large	10 (+0.5)
14	PGIM Fixed Income	U.S.	Large	9.5 (-0.5)
15	Vanguard	U.S.	Large	9.5 (-0.5)
16	T. Rowe Price	U.S.	Large	9.5 (0)
17	Goldman Sachs Asset Management	U.S.	Large	9.5 (0)
18	Insight Investment	U.K.	Large	9.5 (0)
19	Morgan Stanley Investment Management	U.S.	Large	9.5 (+0.5)
20	MetLife Investment Management	U.S.	Large	9.5 (+1)

### Among Asset Owners:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	PIMCO	U.S.	Large	10 (+0.5)
2	BlackRock	U.S.	Large	10 (0)
3	M&G Investments	U.K.	Large	10 (+0.5)
4	Oaktree Capital Management, L.P.	U.S.	Large	10 (+1.5)
5	Amundi Asset Management	France	Large	10 (+0.5)
6	Lord, Abbett & Co. LLC	U.S.	Large	10 (+1.5)
7	Wellington Management Company LLP	U.S.	Large	9.5 (+1)
8	Loomis, Sayles & Company, L.P.	U.S.	Large	9.5 (0)
9	J.P. Morgan Investment Management Inc.	U.S.	Large	9.5 (+0.5)
10	Income Research + Management	U.S.	Large	9.5 (+0.5)
11	Grantham, Mayo, Van Otterloo & Co. LLC	U.S.	Large	9.5 (+1)
12	PGIM Fixed Income	U.S.	Large	9.5 (+0.5)
13	RBC Global Asset Management	Canada	Large	9.5 (0)
14	Robeco Holding B.V.	Netherlands	Large	9.5 (+1)
15	Morgan Stanley Investment Management	U.S.	Large	9.5 (-0.5)
16	UBS Asset Management	Switzerland	Large	9.5 (+1.5)
17	Legal & General Investment Management (LGIM)	U.K.	Large	9.5 (+0.5)
18	Colchester Global Investors Limited	U.K.	Mid-Size	9.5 (+1.5)
19	Blackstone Credit & Insurance	U.S.	Large	9.5 (+1.5)
20	abrdn Investments (Aberdeen)	U.K.	Large	9.5 (+0.5)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

Firms in green are newly added to the rankings for the current quarter.

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## Q4 2024 Brand Awareness Rankings

# Multi-Asset

These are the highest ranked firms across any AUM size based on Nasdaq eVestment's Brand Awareness ranking among consultants and asset owners, and only within the managers' Multi-Asset product offerings. Rankings are in descending order. For methodology details, see last page in this report.

### Among Consultants:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	Vanguard	U.S.	Large	10 (0)
2	Fidelity Canada Institutional	Canada	Large	10 (0)
3	BlackRock	U.S.	Large	10 (+0.5)
4	MFS Investment Management	U.S.	Large	10 (+1)
5	J.P. Morgan Investment Management Inc.	U.S.	Large	9.5 (-0.5)
6	T. Rowe Price	U.S.	Large	9.5 (-0.5)
7	Fidelity Investments	U.S.	Large	9.5 (0)
8	State Street Global Advisors	U.S.	Large	9.5 (0)
9	Principal Asset Management	U.S.	Large	9.5 (+0.5)
10	Capital Group	U.S.	Large	9.5 (0)
11	Nuveen, a TIAA Company	U.S.	Large	9.5 (0)
12	Russell Investments	U.S.	Large	9 (+0.5)
13	Legal & General Investment Management (LGIM)	U.K.	Large	9 (+0.5)
14	PIMCO	U.S.	Large	9 (0)
15	Richard Bernstein Advisors LLC	U.S.	Mid-Size	9 (+1)
16	Wellington Management Company LLP	U.S.	Large	9 (+0.5)
17	AllianceBernstein L.P.	U.S.	Large	9 (+2.75)
18	TD Global Investment Solutions	Canada	Large	9 (-0.5)
19	Mawer Investment Management Ltd.	Canada	Large	8.5 (+0.5)
20	CI Investments Inc.	Canada	Large	8.5 (-1)

### Among Asset Owners:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	BlackRock	U.S.	Large	10 (+0.5)
2	Vanguard	U.S.	Large	10 (0)
3	Amundi Asset Management	France	Large	9.5 (-0.5)
4	Capital Group	U.S.	Large	9.5 (+0.5)
5	J.P. Morgan Investment Management Inc.	U.S.	Large	9.5 (+0.5)
6	Janus Henderson Investors	U.K.	Large	9.5 (0)
7	State Street Global Advisors	U.S.	Large	9.5 (-0.5)
8	Fidelity Investments	U.S.	Large	9 (0)
9	Mawer Investment Management Ltd.	Canada	Large	9 (+2.25)
10	MFS Investment Management	U.S.	Large	9 (+1)
11	Dynamic & Scotia Funds	Canada	Large	9 (+6.5)
12	Goldman Sachs Asset Management	U.S.	Large	9 (+6.5)
13	T. Rowe Price	U.S.	Large	9 (+0.5)
14	Nuveen, a TIAA Company	U.S.	Large	9 (+0.5)
15	CI Investments Inc.	Canada	Large	9 (+1.5)
16	Fulcrum Asset Management	U.K.	Mid-Size	9 (+1)
17	Invesco, Ltd	U.S.	Large	9 (0)
18	Allspring Global Investments	U.S.	Large	8.5 (+1.75)
19	Cantor Fitzgerald Asset Management Europe Limited	Ireland	Mid-Size	8.5 (+6)
20	Eastspring Investments (Singapore) Limited	Singapore	Large	8.5 (+1.75)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

Firms in green are newly added to the rankings for the current quarter.

"N/A" in the delta indicates firm was not included in last quarter's report.

# Q4 2024 Brand Awareness Rankings

## Hedge Funds

These are the highest ranked firms across any AUM size based on Nasdaq eVestment's Brand Awareness ranking among consultants and asset owners, and only within the managers' Hedge Fund product offerings. Rankings are in descending order. For methodology details, see last page in this report.

### Among Consultants:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	Bridgewater Associates, LP	U.S.	Large	10 (0)
2	Graham Capital Management L.P	U.S.	Mid-Size	10 (0)
3	Capital Fund Management SA	France	Mid-Size	10 (+0.5)
4	Two Sigma Advisers, LP; Two Sigma Investments, LP	U.S.	Large	10 (0)
5	AQR Capital Management LLC	U.S.	Large	10 (+0.5)
6	DBi	U.S.	Mid-Size	10 (+0.5)
7	Systematica Investments	U.K.	Mid-Size	10 (0)
8	Leadenhall Capital Partners LLP	U.K.	Mid-Size	10 (+0.5)
9	Winton Capital Management Limited	U.K.	Mid-Size	10 (+1)
10	Record Currency Management, Ltd.	U.K.	Large	10 (+1.5)
11	P/E Investments	U.S.	Mid-Size	10 (+1)
12	BlackRock	U.S.	Large	9.5 (0)
13	Lighthouse Investment Partners, LLC	U.S.	Mid-Size	9.5 (+0.5)
14	Wellington Management Company LLP	U.S.	Large	9.5 (+0.5)
15	Renaissance Technologies LLC	U.S.	Large	9.5 (+0.5)
16	Apis Capital Advisors, LLC	U.S.	Emerging	9.5 (N/A)
17	Capstone Investment Advisors, LLC	U.S.	Mid-Size	9.5 (-0.5)
18	PIMCO	U.S.	Large	9.5 (+0.5)
19	Aspect Capital Ltd.	U.K.	Mid-Size	9.5 (0)
20	Abbey Capital Limited	Ireland	Mid-Size	9.5 (N/A)

### Among Asset Owners:

Rank	Firm Name	Firm Country	Firm Product Count	Brand Awareness Score (Q/Q Change)
1	AQR Capital Management LLC	U.S.	Large	10 (+0.5)
2	Graham Capital Management L.P	U.S.	Mid-Size	10 (+0.5)
3	Man Group	U.K.	Large	10 (+1)
4	Bridgewater Associates, LP	U.S.	Large	10 (+0.5)
5	Connor, Clark & Lunn Investment Management Ltd.	Canada	Large	10 (0)
6	BlackRock	U.S.	Large	10 (+0.5)
7	Aeolus Capital Management (ACM)	Bermuda	Mid-Size	10 (+3)
8	PGIM Fixed Income	U.S.	Large	10 (+3)
9	RBC Global Asset Management	Canada	Large	10 (+3)
10	Marshall Wace Asset Management Ltd	U.K.	Large	9.5 (0)
11	ArrowMark Partners	U.S.	Mid-Size	9.5 (+1)
12	Capstone Investment Advisors, LLC	U.S.	Mid-Size	9.5 (+0.5)
13	Two Sigma Advisers, LP; Two Sigma Investments, LP	U.S.	Large	9.5 (0)
14	Balyasny Asset Management L.P.	U.S.	Mid-Size	9.5 (0)
15	Capital Fund Management SA	France	Mid-Size	9.5 (+2)
16	Hudson Bay Capital Management LP	U.S.	Mid-Size	9.5 (+0.5)
17	Janus Henderson Investors	U.K.	Large	9.5 (+2.5)
18	UBS Asset Management	Switzerland	Large	9.5 (+2)
19	Renaissance Technologies LLC	U.S.	Large	9.5 (+0.5)
20	Mariner Investment Group, LLC	U.S.	Mid-Size	9.5 (+0.5)

Large = Total AUM > \$40 billion, Mid-Size between \$2.5 billion and \$40 billion, Emerging less than \$2.5 billion.

Firms in green are newly added to the rankings for the current quarter.

"N/A" in the delta indicates firm was not included in last quarter's report.

# Q4 2024 Brand Awareness Rankings

## Single Product Firm

These are the highest ranked firms across any AUM size based on Nasdaq eVestment's Brand Awareness ranking among consultants across the globe for firms reporting only a single product to Nasdaq eVestment. Rankings are in descending order. For methodology details, see last page in this report.

### Among Consultants:

Rank	Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q/Q Change)	Product Asset Class
1	Edgewood Management LLC	U.S.	Mid-Size	10 (0)	Equity
2	Eagle Capital Management, LLC	U.S.	Mid-Size	10 (0)	Equity
3	Longview Partners (Guernsey) Limited	Guernsey	Mid-Size	10 (0)	Equity
4	Metropolis Capital Limited	U.K.	Mid-Size	10 (0)	Equity
5	Cantillon Capital Management	U.S.	Mid-Size	10 (0)	Equity
6	Global Delta Capital LLC	U.S.	Emerging	10 (0)	Equity
7	Kerusso Capital Management LLC	U.S.	Emerging	10 (0)	Equity
8	Genesis Investment Management, LLP	U.K.	Mid-Size	10 (0)	Equity
9	Spyglass Capital Management LLC	U.S.	Emerging	10 (0)	Equity
10	HS Management Partners, LLC	U.S.	Emerging	10 (0)	Equity
11	Cusana Capital LLP	U.K.	Emerging	10 (0)	Equity
12	Moerus Capital Management LLC	U.S.	Emerging	10 (0)	Equity
13	Sound Shore Management, Inc.	U.S.	Mid-Size	10 (0)	Equity
14	Ballast Asset Management	U.S.	Emerging	10 (0)	Equity
15	ScopeFour Capital	U.S.	Emerging	10 (N/A)	Equity
16	Hosking Partners LLP	U.K.	Mid-Size	10 (0)	Equity
17	Summit Street Capital Management	U.S.	Emerging	10 (0)	Equity
18	VARECS Partners Limited	Japan	Emerging	10 (0)	Equity
19	Focused Investors LLC	U.S.	Mid-Size	10 (+0.5)	Equity
20	Redwood Grove Capital	U.S.	Emerging	10 (0)	Equity

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 Firms in green are newly added to the rankings for the current quarter.  
 "N/A" in the delta indicates firm was not included in last quarter's report.

# Q4 2024 Brand Awareness Rankings

## Single Product Firm

These are the Hedge Fund firms across any AUM size based on Nasdaq eVestment's Brand Awareness ranking among asset owners across the globe for firms reporting only a single product to Nasdaq eVestment. Rankings are in descending order. For methodology details, see last page in this report.

### Among Asset Owners:

Rank	Firm Name	Firm Country	Firm Size	Brand Awareness Score (Q/Q Change)	Product Asset Class
1	Eagle Capital Management, LLC	U.S.	Mid-Size	10 (0)	Equity
2	Cantillon Capital Management	U.S.	Mid-Size	10 (0)	Equity
3	Longview Partners (Guernsey) Limited	Guernsey	Mid-Size	10 (0)	Equity
4	Longview Asset Management Ltd.	Canada	Emerging	10 (0)	Equity
5	Cusana Capital LLP	U.K.	Emerging	10 (+3.25)	Equity
6	Edgewood Management LLC	U.S.	Mid-Size	10 (0)	Equity
7	Genesis Investment Management, LLP	U.K.	Mid-Size	10 (0)	Equity
8	Valley Forge Capital Management, LP	U.S.	Mid-Size	10 (+2)	Hedge Fund
9	Marshfield Associates	U.S.	Mid-Size	10 (+2)	Equity
10	Global Delta Capital LLC	U.S.	Emerging	10 (+1.75)	Equity
11	Two Seas Capital LP	U.S.	Emerging	10 (+1.5)	Hedge Fund
12	Trinetra Investment Management LLP	U.K.	Emerging	10 (0)	Equity
13	Moerus Capital Management LLC	U.S.	Emerging	10 (0)	Equity
14	AAM - Asset Allocation and Management	U.S.	Mid-Size	10 (+1.5)	Fixed Income
15	HS Management Partners, LLC	U.S.	Emerging	10 (0)	Equity
16	Steadfast Capital Management LP	U.S.	Mid-Size	10 (+1)	Hedge Fund
17	AFL-CIO Housing Investment Trust	U.S.	Mid-Size	10 (+0.5)	Fixed Income
18	SRS Investment Management, LLC	U.S.	Large	10 (0)	Hedge Fund
19	FengHe Fund Management	Singapore	Mid-Size	10 (+2.25)	Hedge Fund
20	Findlay Park Partners LLP	U.K.	Mid-Size	10 (N/A)	Equity

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# The Importance of Data Population for Building Brand Awareness

Asset managers, depending on the asset class of the products, can be expected to report a vast amount of data about their firm and products to Nasdaq eVestment. The information ranges from high-level firm details down to individual portfolio holdings, and every bit of information in between that a consultant or asset owner would need to make informed comparisons and decisions. The data is expected to be reported because asset owners and consultants rely on it.

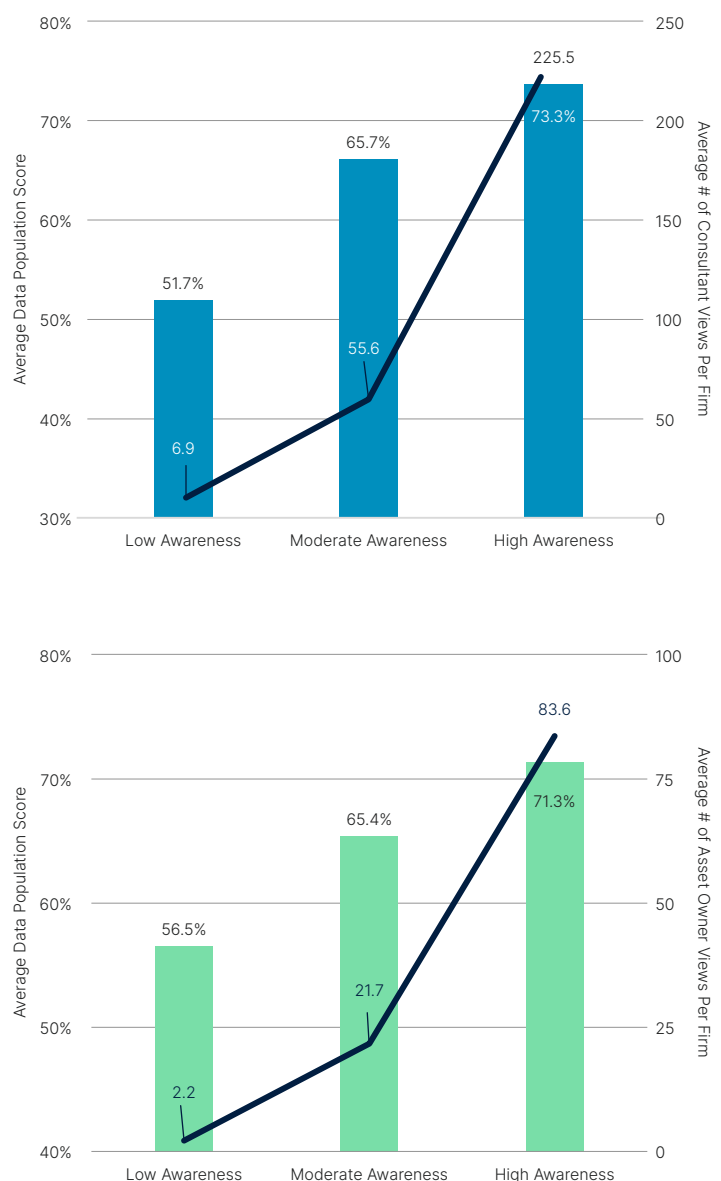
There is evidence illustrating a relationship between high brand awareness scores and firms who diligently share information, and low rankings for those with poor data reporting standards. Any firm which takes their branding seriously should be aware of the impact of their transparency, or lack thereof, on asset owners' and consultants' perception of their brand.

To illustrate the relationship between effective data reporting and brand awareness, we compare firms' prior quarter average data population scores against their current quarter brand awareness scores (based on their size category) in the two charts to the right and combine these with firm views in the current quarter. High brand awareness scores are defined as greater than 7, moderate brand awareness scores are between 4 and 7, and low brand awareness scores are less than 4. The data population score is our custom 50%/50% blend using each firm's aggregate firm-level profile complete score and their average strategy's aggregate product-level profile complete score, both from the prior quarter.

The results generally show managers that more effectively populate their firm and product profiles within the database attract broader and more in-depth interest from asset owners and consultants, thereby increasing their brand awareness scores.

## Data Population and Average Views by Brand Awareness

*By consultant (top) and asset owner (bottom) brand awareness score groups for firms of all sizes*



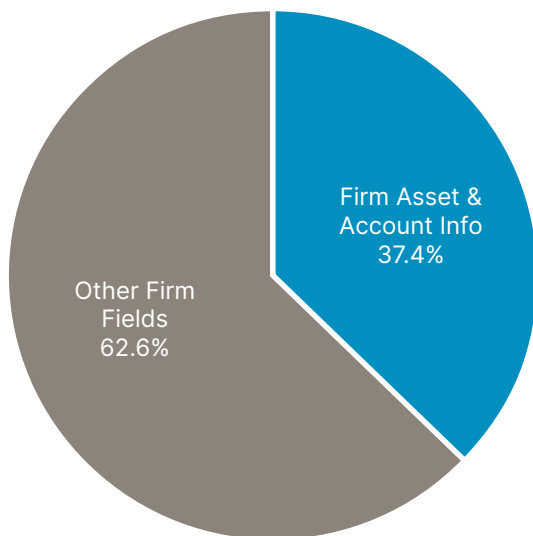
# The Importance of Data Population for Building Brand Awareness

For inclusion in the Brand Awareness rankings, firms must provide a basic piece of information about themselves, their size, by the time the rankings are calculated. A firm's total assets under management is one of the most screened upon firm-related fields by consultants and asset owners every quarter, yet it is sometimes still not reported to Nasdaq eVestment to the detriment of a firm's greater marketing efforts.

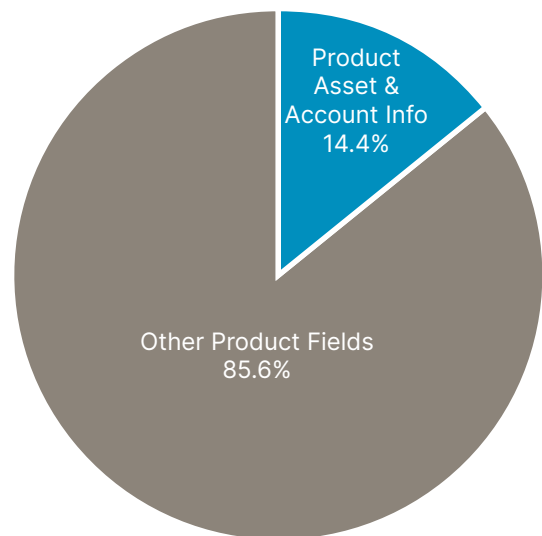
Every quarter, there are firms whose products receive a meaningful number of views, but are excluded from the Brand Awareness rankings for not providing this one, highly screened upon field.

The following page lists firms who might have had highly ranked Brand Awareness scores based on elevated product viewership in the current quarter, but were unable to be ranked due to not populating the firm total AUM field within at least 90 days after the end of the prior quarter.

**Firm-Specific Screens in Most Recent Quarter**



**Product-Specific Screens (ex-Performance & Scorecard-Focused) in Most Recent Quarter**



# Most Viewed Unranked Firms

These firms were not ranked in the current quarter because they did not report their prior quarter firm AUM by the analysis deadline.

# of Unique Field Screens Missed in Quarter For Not Reporting					
Rank by Views	Firm Name	Firm Country	Firm AUM & Accounts Fields	Product AUM & Accounts Fields	All Unreported Fields
1	RWC Partners Limited (Redwheel)	U.K.	182	289	1,525
2	Apollo Asset Management, Inc.	U.S.	4	20	1,027
3	GoldenTree Asset Management, LP	U.S.	57	97	824
4	Aikya Investment Management Limited	U.K.	30	50	192
5	Oak Hill Advisors, L.P.	U.S.	41	142	1,515
6	Canada Life	Canada	379	726	2,857
7	PRIMECAP Management Company	U.S.	147	268	736
8	Brookfield Asset Management	U.S.	31	6	803
8	Ownership Capital B.V.	Netherlands	30	4	171
10	John Hancock Investments	U.S.	971	216	4,723
11	TOBAM SAS	France	607	1,491	6,975
12	Intermediate Capital Group PLC	U.K.	55	30	910
13	GAM Investments	U.K.	155	302	2,235
14	North of South Capital LLP	U.K.	36	15	168
14	Crescent Capital Group LP	U.S.	73	77	560
16	Mitsubishi UFJ Trust and Banking Corporation	Japan	111	11	1,313
17	Manitou Investment Management Ltd	Canada	57	13	293
18	Mark Asset Management, L.P.	U.S.	106	278	1,301
19	Natixis Investment Managers Japan Co., Ltd.	Japan	439	1,025	4,493
20	Pendal Group Limited	Australia	201	331	1,373
20	ATLAS Infrastructure	U.K.	6	13	37

Firms in green are newly added to the list for the current quarter

The **# of unique screens missed** only pertains to missed firm-level and product-level screens from consultants and asset owners that occurred in the current quarter, for firms that did not populate their prior quarter Firm AUM at the time of data pull and thus were not included in the latest Brand Awareness Rankings. All missed screens that occurred in the current quarter are counted, even if consultants and asset owners screened for a data point with an older criteria (e.g. firm total AUM in Q4 2021). We only count consultant and asset owner activity as a screen if the Nasdaq eVestment Analytics user had selected an eVestment universe at the onset to perform their screening analysis. And screening activity for inactive and closed strategies is not included in the totals either. By not reporting comprehensive and timely Firm and Product AUM & Account data, firms are therefore missing out on even more screens from consultants & asset owners.

# Methodology

## Requirements for firm inclusion:

Asset management firms were required to have two or more products on the Nasdaq eVestment platform for inclusion in all Brand Awareness Rankings except for the rankings by single product reporting firms, which required only one product and were measured separately. Viewership of firms' currently inactive products were captured in the analysis in case those products were active and receiving attention during the analysis period. Firms must also have reported their Firm Total AUM for the prior quarter for inclusion.

## Organization and calculation of scores:

The analysis focuses on asset owner and consultant viewership of all products from asset management firms on the Nasdaq eVestment platform, including actively and passively managed, and across all available asset classes. We pulled granular viewership information by individual asset owner and consultant client users, not firms, to see the levels of unique viewership activity going to each of these asset managers' products.

For asset management firms meeting the reporting requirements, we calculated Firm Awareness values and Product Awareness values based on the counts of unique client users that reviewed their products and the average number of distinct products that were reviewed per unique user in the current quarter and in the prior quarter.

For rankings by single product firms, instead of using average distinct products reviewed we used total reviews because the average method would always yield a value of 1. Firm Awareness and Product Awareness values are then translated into decile rankings relative to peers. Firm Awareness values and Product Awareness values used a variety of decile groupings depending on the Brand Awareness Score being created:

- Global Brand Awareness: values based on intra-firm size groups of Emerging (<\$2.5bn), Mid-Size (\$2.5 - \$40bn), and Large (\$40bn+) based on prior quarter Total Firm AUM.
- Regional Brand Awareness: values based on intra-user region groups of consultant and asset owner clients located in Americas, APAC, and EMEA.

- Asset Class Brand Awareness: values based on intra-asset class groups. Firms that manage products across multiple asset classes are included in each respective asset class group, but the counts of their unique client viewers and average distinct products reviewed per client is exclusive to their products within that given asset class.
- Single Product Brand Awareness: values use all firms that report only one product and reported total firm AUM in the prior quarter.

Once each firm is assigned a decile for its Firm Awareness value and a decile for its Product Awareness value, we average these two deciles to produce a firm's Brand Awareness Score. In instances where cut-off values for deciles are identical, the average decile number is applied across all firms in the given decile range (e.g. if the product awareness value is identical for deciles 2 - 5, then a decile value of 3.5 is assigned to all firms within this range. If the firm awareness value is identical for deciles 2 - 4, then a decile value of 3 is assigned to all firms within this range. Firms that fit into both of the aforementioned ranges would receive a Brand Awareness score of 3.25).

Because there are ties among Brand Awareness Scores, for ranking display we rank and sort firms based on the following:

- Overall Brand Awareness Score
- Average Percentile Rank of Firm Awareness & Product Awareness Values
- Brand Awareness Score change in the current quarter vs. prior quarter. (If a firm was not ranked in the prior quarter it receives lowest priority in the tiebreaker.)
- Change in Average Percentile Rank of Firm Awareness & Product Awareness Values in the current quarter vs. prior quarter. (If a firm was not ranked in the prior quarter, it receives lowest priority in the tiebreaker.)
- Alphabetically

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Questions?

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