



# Financial market research – case study

## market:enquire

**Client:** Financial News  
**Project:** CEO snapshot

### Background

Financial News, the leading publication for the European institutional banking and securities industry, regularly publishes thought-leading reports in its weekly newspaper and Financial News Online. The special reports are based on specifically designed research, commissioned exclusively for the issues covered. RD:IR has a long-standing relationship with Financial News and has conducted a significant number of surveys on its behalf.

Financial News commissioned RD:IR to conduct its annual survey of at least 30 chief executives of European asset management companies in 2005. The annual survey seeks views on trends and the outlook for the fund management industry from leading investment professionals across Europe.

### What we did

RD:IR's Research Manager, Michael Nikolakis, was assigned to this project, which is planned in order for publication of the results to coincide with the Fund Forum in Monaco.

Michael worked with the Managing Editor of Financial News to ensure the structure and methodology of the survey was suitable for the survey participants, giving due regard to their time constraints and likely availability. Potential survey participants were identified using RD:IR's extensive databases and initial contact was made by telephone; an online questionnaire being emailed if agreement was given. The research was conducted over a four week period including analysis of the results.

Having worked on the project for a number of years, Michael has developed relationships with some of the key players among the survey cohort and, therefore, has been excellently placed to liaise with Financial News on appropriate people to approach for conference speakers, interviews and roundtable discussions.

### Outcome

Over the three years the survey has been conducted, between 30 and 47 responses from chief executives of European asset management companies were collated and analysed in each year. In 2007 the survey received 37 responses which represented combined assets under management of participating companies of Euro 4.6 trillion. The research was conducted and analysed during June and delivered to Financial News. Financial News published a Special Report in the 2nd July edition of the newspaper.

“ Financial News has worked with Richard Davies Investor Relations and always find the company, on a corporate level and individually, to be immensely proactive and helpful, thoroughly knowledgeable and hugely professional. With each of the research projects they have conducted on our behalf they were able to hit the ground running, provided us with timely progress reports and delivered exceptional results on or before the agreed deadline. ”

*Financial News*