



Financial market research – case study

market:enquire

Client: Financial News

Project: Derivatives in Fund Management

Background

Financial News, the leading publication for the European institutional banking and securities industry, regularly publish thought-leading supplements to the weekly newspaper 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 on derivatives in fund management in 2004. Now in its fifth consecutive year, the survey has revealed interesting trends and statistics and has demonstrated the dramatic increase in the use of derivatives over this period.

What we did

RD:IR assigned two dedicated researchers to the project, overseen by our Research Manager, Michael Nikolakis. Using RD:IR's extensive databases suitable participants were contacted by telephone and, if they agreed, an online survey emailed for completion.

In its first year the survey received 200 responses across users and non-users of derivatives including heads of derivatives, chief investment officers, heads of asset management and senior fund managers in European asset management companies. As use of derivatives has increased, survey responses have been focused on users only and reduced to 100 responses from a similar

cohort. Respondents were also asked to nominate their preferred counterparts on the sell-side for equity, fixed income and foreign exchange derivatives allowing best banks in these areas to be identified.

Outcome

In 2007 the survey was conducted in April and May. One hundred responses were collated and analysed and delivered to Financial News. Financial News published a supplement in July sponsored by Liffe NYSE Euronext.

Results of the survey have been presented at Financial News conferences and to investor relations audiences through the UK IR Society. In 2005 the survey was presented at the JP Morgan Derivatives Forum in Luxembourg.

“ 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