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FRC ANNOUNCEMENT

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Combine Institutional and Retail Marketing Efforts Now for Competitive Advantage, Says New Study

August 28, 2007, Boston, MA — Merging institutional and retail marketing groups is just one of “five bold structural changes” suggested to financial industry marketers in a new study set for release in September. The new research, co-authored by Financial Research Corporation and SwanDog Strategic Marketing, calls for a number of moves to repurpose and strengthen marketing in an effort to make it more directly accountable for contributions to the firm’s revenues and bottom line.

“The retail market becomes more “institutional” in its approach everyday,” says Dave Swanson, Founder & Managing Principal of SwanDog. “From the continued growth of platforms to home-office analysts and portfolio transparency, the demand for a more intellectual approach is driving business.”

The report suggests that the combination of institutional and retail marketing will not only accelerate knowledge transfer across the businesses, but “will add horsepower to traditionally understaffed institutional marketing efforts.” This transition may face some roadblocks among team members, though. Retail marketing professionals have witnessed the evolution of their functions to a more institutional process for the past few years; institutional marketing professionals may require some convincing that the retail approach will provide some synergies.

“For retail, it’s a slam dunk,” adds Swanson. “The guys who will scratch their heads will be the institutional team—but we’re talking about how marketing needs to evolve over the next five years, not the “brochureware” marketing we saw in the 90s.”

The study is a comprehensive examination of marketing in the intermediary-distributed financial space. In addition to exploring the current state of marketing and the prospects for its future, the study offers preliminary benchmarking for compensation, budgets, and organization structures and presents a roadmap for bringing more strategic focus to a firm’s marketing efforts. The study represents the first collaboration between Boston-based Financial Research Corporation (FRC) and SwanDog Strategic Marketing, a marketing strategy firm based in Chicago.

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About SwanDog Strategic Marketing, LLC

Chicago-based SwanDog is a strategic consulting and marketing firm serving the needs of financial services distributors and investment managers. Drawing on their deep experience as industry practitioners, SwanDog principals help clients identify key growth opportunities and inhibitors, develop distinct and effective marketing programs, drive brand development, further their marketing infrastructure and offer training and mentoring through the unique Marketing Fuel™ training program. SwanDog’s client roster includes many of the country’s leading broker/dealer firms, asset managers and insurance product providers.

About Financial Research Corporation

Financial Research Corporation (FRC) provides the knowledge to build stronger relationships through product development and management, distribution solutions, and marketing strategies. For nearly 20 years, our insightful research and consulting services have been assisting marketing, product development, and strategic planning professionals in the creation of innovative products and services. Based in Boston, FRC is at the forefront of assisting its clients to comprehend and respond to the rapid changes

occurring in the manufacture and distribution of investment products. Our more than 200 clients include the world's leading asset managers and distributors. For more information, visit the FRC Web site at www.frcnet.com.
