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BRAND BUILDING MORE IMPORTANT THAN EVER FOR PRIVATE EQUITY FIRMS

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As competition for deals, LP dollars and talent continues to increase, PE Firms indicate need for integrated marketing strategies to help articulate differentiators, demonstrate expertise and communicate value proposition.







100% OF PE FIRM EXECUTIVES SAY HAVING A STRONG BRAND IS IMPORTANT





91% SAY THE NEED FOR A STRONG BRAND HAS INCREASED OVER THE LAST TWO YEARS DRIVEN BY:





"There is consensus among private equity firms that building a strong brand is required for effective deal sourcing, fundraising and recruiting efforts. It is encouraging to see private equity firms embrace the need for differentiated firm positioning and ongoing integrated communications programs that position them as experts."





THE GOALS FOR INCREASED BRAND BUILDING Are generating awareness among:





THE FIRM ATTRIBUTES THAT CONTRIBUTE MOST TO A STRONG BRAND ARE:

INVESTMENT RETURNS	79%
MANAGEMENT TEAM	63%
CLEARLY ARTICULATED FIRM POSITIONING	53%
CONTEXT THAT DEMONSTRATES A FIRM'S EXPERTISE	47%
FIRM CULTURE	47%

* RESPONDENTS WERE ASKED TO SELECT ALL THAT APPLY



"There are many ways to succeed in private equity but in a dynamic and noisy market it's important to choose one approach that works and build on that success. And unless that approach and competitive positioning is well defended, clearly articulated, and properly communicated, much of its value is lost."

> — Stephen Mosely Head of Private Equity and Special Opportunties, Alaska Permanent Fund Corporation

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MOST EFFECTIVE MEANS FOR PE FIRMS To build a strong brand:



* RESPONDENTS WERE ASKED TO SELECT ALL THAT APPLY



"It used to feel like a bonus, but in today's hypercompetitive environment it's an absolute necessity. A strong brand helps us connect with prospective buyers and sellers, see more deals and ultimately do better at our core job of buying and building great companies. A brand that accurately represents who we are and what we do gives us an important edge."





PE FIRM BRAND ATTRIBUTES CAN BE BEST LEVERAGED THROUGH:



* RESPONDENTS WERE ASKED TO SELECT ALL THAT APPLY



IN THE LAST YEAR:



16%

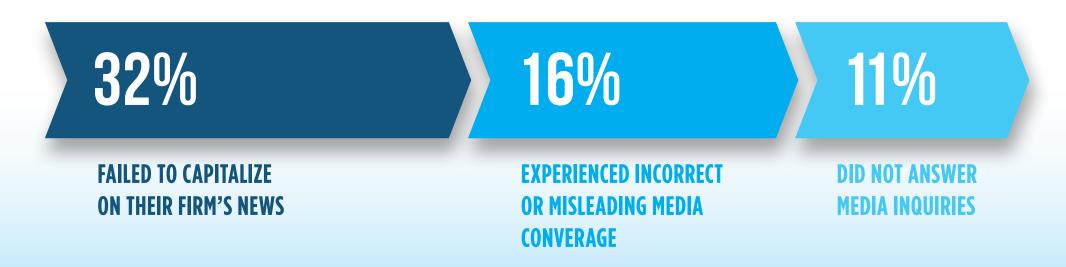


OF PE FIRMS HAVE CHANGED THEIR STRATEGY HAVE EXPERIENCED A CRISIS AT THEIR FIRM

HAVE EXPERIENCED A PORTFOLIO COMPANY CRISIS



MEDIA RELATIONS DIFFICULTIES:





"It is essential for private equity firms today to have a professional approach to media relations to manage and protect their reputations and that of their portfolio companies, as well as to capitalize on positive news and demonstrate their expertise."

> - Bill Haynes President & CEO, BackBay Communications





SOCIAL MEDIA USAGE:

32%

SAY SOCIAL MEDIA IS A NECESSARY CHANNEL TO DISTRIBUTE FIRM NEWS AND VIEWS 26%

SAY THEY ARE CONSIDERING USING SOCIAL MEDIA IN THE FUTURE **32%**

DON'T SEE SOCIAL MEDIA AS NECESSARY FOR PRIVATE EQUITY



THE BEST WAY FOR PE FIRMS TO SUCCEED IN TODAY'S COMPETITIVE MARKETPLACE





"Forward-thinking private equity firms are making an ongoing commitment to clearly conveying the reasons investors, advisors and companies should engage with them."

- Bill Haynes President & CEO, BackBay Communications

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WHAT'S NEXT?

Check out our blog for more insight on how to build a strong private equity brand:

<u>Why Private Equity Firms Should Hire a Strategic Communications Firm</u> <u>Shaping Your Image in the Media: How to Speak to the Press</u> <u>A Guide to Private Equity Spinoff Communications</u> Harvard Business School Private Equity & Venture Capital Conference Case Study</u>

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TAKE ACTION

For a free brand assessment or to discuss how BackBay Communications can assist you, please email: **info@backbaycommunications.com**, or call **+1 617-391-0790**.

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PRIVATE EQUITY Communications specialists

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About BackBay Communications

BackBay Communications is a strategic integrated communications firm focused on the financial services sector, with particularly deep experience working with private equity, fintech, and asset management firms. BackBay has represented more than 50 private equity firms in addition to leading private equity associations and business schools' private equity conferences. BackBay's services include marketing strategy, public relations, branding, website development, marketing materials, videos, advertising and social media. BackBay is highly regarded for its thought leadership initiatives and relationships with the major business media. With offices in Boston and London, and international agency partnerships, BackBay serves companies around the world. For more information, please visit: <u>www.backbaycommunications.com</u>

For a free brand assessment or to discuss how BackBay Communications can assist you, please email: <u>info@backbaycommunications.com</u>, or call +1 617-391-0790.

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