



# BRAND BUILDING MORE IMPORTANT THAN EVER FOR PRIVATE EQUITY FIRMS

[BackBayCommunications.com](https://www.BackBayCommunications.com) | #PEbrand2017



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.

**BackBay Communications**

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



70%

SAY IT IS  
VERY IMPORTANT

30% Say it is some-  
what important

SAY IT IS SOMEWHAT  
IMPORTANT

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

**56%**

**COMPETITION FOR DEALS**

**19%**

**INCREASE IN THE  
NUMBER OF PRIVATE  
EQUITY FIRMS**

**19%**

**COMPETITION FOR  
FUNDRAISING**



*“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.”*

— Bill Haynes  
President & CEO, BackBay Communications

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# THE GOALS FOR INCREASED BRAND BUILDING ARE GENERATING AWARENESS AMONG:

**50%**

**CEOs AND MANAGEMENT TEAMS**

**33%**

**LIMITED PARTNERS**

**11%**

**INVESTMENT  
BANKERS**

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



\* 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 Opportunities,  
Alaska Permanent Fund Corporation

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# MOST EFFECTIVE MEANS FOR PE FIRMS TO BUILD A STRONG BRAND:

**79%**

**STRONG INVESTMENT  
RETURNS**

**63%**

**INVESTMENT  
DISCIPLINE**

**58%**

**BUILDING A COHESIVE  
FIRM CULTURE**

\* 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.”*

— Graham P. Hearn  
Managing Director, The Riverside Company

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# PE FIRM BRAND ATTRIBUTES CAN BE BEST LEVERAGED THROUGH:



\* RESPONDENTS WERE ASKED TO SELECT ALL THAT APPLY

## IN THE LAST YEAR:

**32%**

**OF PE FIRMS HAVE  
CHANGED THEIR STRATEGY**

**16%**

**HAVE EXPERIENCED  
A CRISIS AT  
THEIR FIRM**

**21%**

**HAVE EXPERIENCED  
A PORTFOLIO  
COMPANY CRISIS**



# MEDIA RELATIONS DIFFICULTIES:

**32%**

**FAILED TO CAPITALIZE  
ON THEIR FIRM'S NEWS**

**16%**

**EXPERIENCED INCORRECT  
OR MISLEADING MEDIA  
CONVERAGE**

**11%**

**DID NOT ANSWER  
MEDIA INQUIRIES**

*“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

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# 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

**42%**

**PLAN TO  
INCREASE VISIBILITY**

**58%**

**PLAN TO INCREASE  
MARKETING BUDGETS**

*“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:

*[Why Private Equity Firms Should Hire a Strategic Communications Firm](#)*

*[Shaping Your Image in the Media: How to Speak to the Press](#)*

*[A Guide to Private Equity Spinoff Communications](#)*

*[Harvard Business School Private Equity & Venture Capital Conference Case Study](#)*

## CONNECT WITH US ON SOCIAL MEDIA

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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](mailto:info@backbaycommunications.com),  
or call +1 617-391-0790.



**BACKBAY**  
COMMUNICATIONS

# PRIVATE EQUITY COMMUNICATIONS SPECIALISTS

[BackBayCommunications.com](http://BackBayCommunications.com) | #PEbrand2017



**45+**

PE Clients



**\$242B+**

PE Client AUM



**70**

Average Deal  
Announcements  
Per Year



**TOP 5**

PR Firm in  
The Deal's  
Global Private  
Equity League  
Tables 1H 2017



**#1**

#1 Ranked  
Boston-Based  
Financial  
Services  
PR Firm

### ***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: [www.backbaycommunications.com](http://www.backbaycommunications.com)*

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

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