

**LSEG Lipper  
Fund Awards**

# LSEG Lipper Fund Awards

**Marketing toolkit**



**LSEG**

## Congratulations!

Your firm has won a LSEG Lipper Fund Award –now it's time to cement your reputation as a proven outperformer. This acclaimed industry achievement is a valuable selling point to promote your firm with wealth managers and institutions, because:

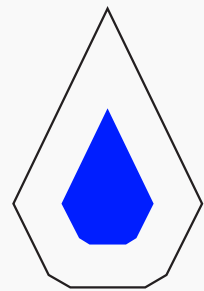
Our renowned, independent fund data forms the foundation of the Awards programme

- Our proprietary methodology balances consistency and flexibility to adapt to an ever-changing universe of funds
- Measuring risk-adjusted performance relative to peers provides the most accurate, unbiased assessment

For more than 30 years and in over 17 countries worldwide, these highly-respected awards have honoured funds and fund management firms that have excelled in providing consistently strong risk-adjusted performance relative to their peers.

The legacy and reputation of what these awards encapsulate can help promote your brand as a top performer in the industry.





## **LSEG Lipper Fund Awards**

### Attract new investors

Winning a LSEG Lipper Fund Award entitles you to license the official awards logo for use in marketing materials.

#### **What are the benefits of licensing a LSEG Lipper Fund Awards logo?**

- It can form the foundation of a convincing marketing campaign
- You will have the ability to showcase the accolade in advertisements, websites, prospectuses and more

A LSEG Lipper Fund Award has the potential to help you grow fund assets and increase your firm's equity.

The merit of the winners is based on entirely objective, quantitative criteria. This, coupled with the unmatched depth of fund data, results in a unique level of prestige and ensures the award has lasting value.

[ACCESS CREATIVE ASSETS](#)



## Crystallise your win

What better way to celebrate and draw attention to your outstanding fund performance than with a crystal LSEG Lipper Fund Award for all to see? Award winners have the opportunity to purchase trophies for display in their offices around the world.

Please contact [enquiries.awards@lseg.com](mailto:enquiries.awards@lseg.com) for regional options.

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A LSEG Lipper Fund Award has lasting value and focuses the investment world on top funds. They reflect a truly independent and uncompromised assessment of performance.

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Robert Jenkins, Head of Global Research, LSEG Lipper

## Celebrate!

LSEG Lipper Fund Award winners are celebrated across three continents. Winners are generally awarded in the first half of the year, except the Canadian Award which takes place in November.

We will promote and celebrate winners' out-performance virtually and share awards coverage. Access expert and winner commentary and online events, which showcase these market leaders, discuss industry trends and provide insights in the context of global and regional fund market environments.

EVENTS AND INSIGHTS



## Visit our Awards site

Our LSEG Lipper Fund Awards website features:

- Official certificates for every honoured fund and group award
- Comprehensive historical records that date back to 2006
- Ceremony photos and event details
- Award winners' results, coverage, content and industry insights

VISIT AWARDS SITE



## Contact

For any questions regarding the methodology or marketing opportunities, contact: [enquiries.awards@lseg.com](mailto:enquiries.awards@lseg.com)