



Digital Investor Survey

INSTITUTIONAL INVESTOR FOCUS

BRUNSWICK

The Brunswick **Digital Investor Survey** is a comprehensive review that explores:

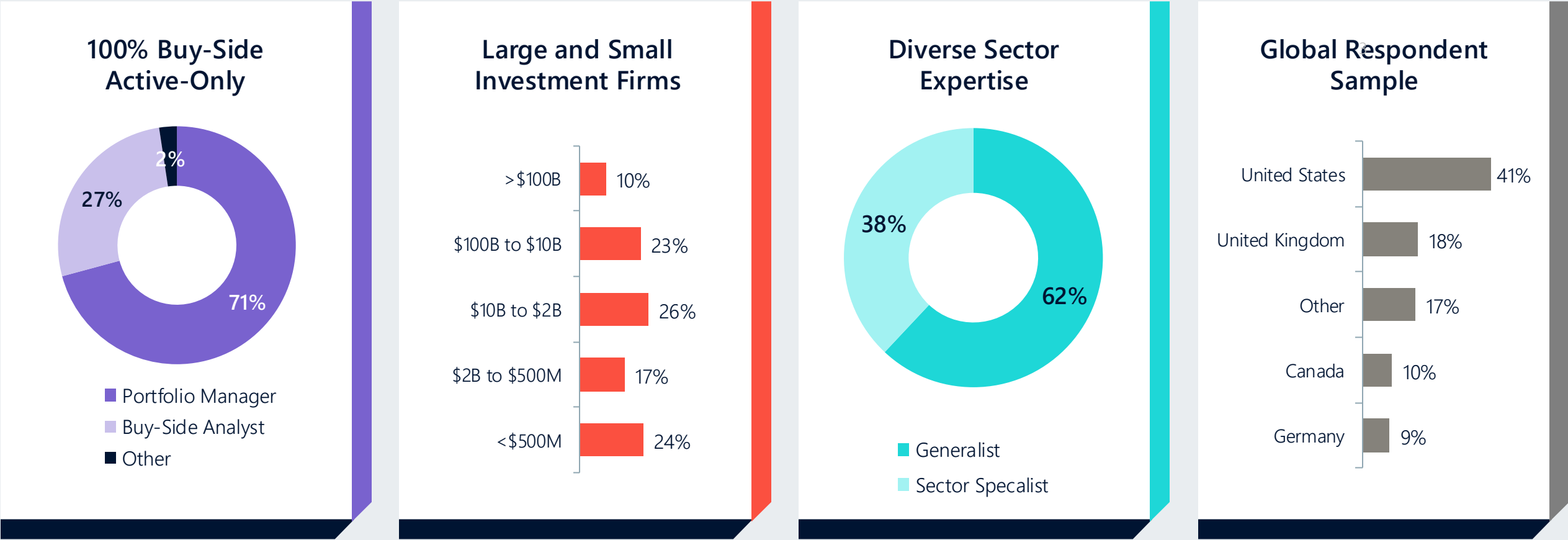


- How institutional investors gain information
- How they evaluate company communications
- The impact those insights have on their investment decisions

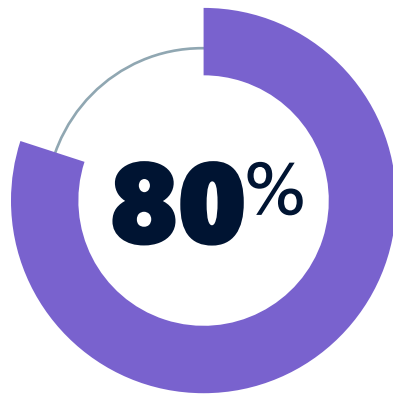
By exploring topics that matter to these investors, such as the channels they're using and the information they find useful, we can provide valuable advice for understanding, setting, and executing investor comms across traditional and digital channels.

OUR APPROACH

We surveyed 250 institutional investors with **\$7.1T assets under management globally**. The sample includes active-only money managers at major institutions.



KEY FINDINGS



1

80% of investors are daily users of digital channels — and their use as a daily tool continues to increase.

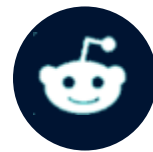
2

As skepticism of media intensifies, **investors are leaning on company IR websites more than ever.**



3

Investors want to hear from companies **across a variety of digital touchpoints** — and the more curated the communication, the better.



4

Effective digital communication is **key in moments of crisis.**



5

Crafting an investor narrative is particularly important at key moments — and we found **consensus among investors on what they *don't* want to hear in those narratives.**

DON'T WANT NARRATIVES THAT

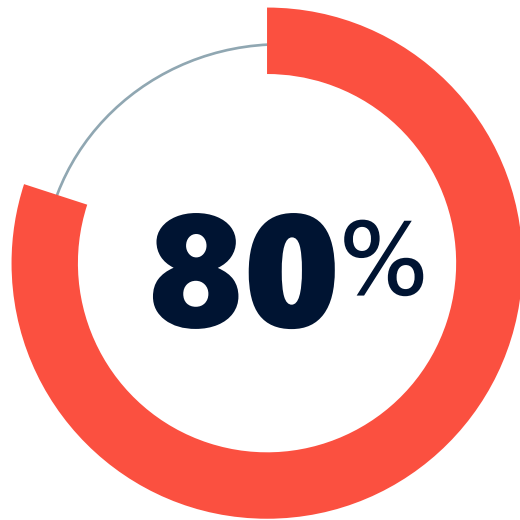
- Over generalize or over complicate the issue
- Use industry buzzwords ("the Uber of _____," etc.)
- Lack support from data and fundamentals



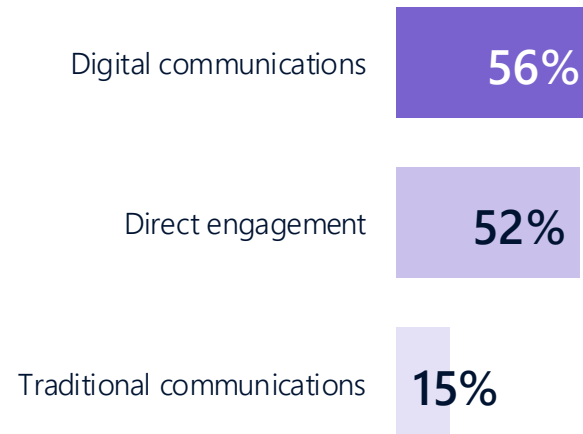
KEY FINDING **1**

**Digital channels are a
daily tool for investors**

Digital channels are a **daily tool** for investors — and their usage continues to **increase**.



Of investors use a digital or social media source at least once a day



56% of investors indicate their use of digital communication has *increased* in the last 12 months

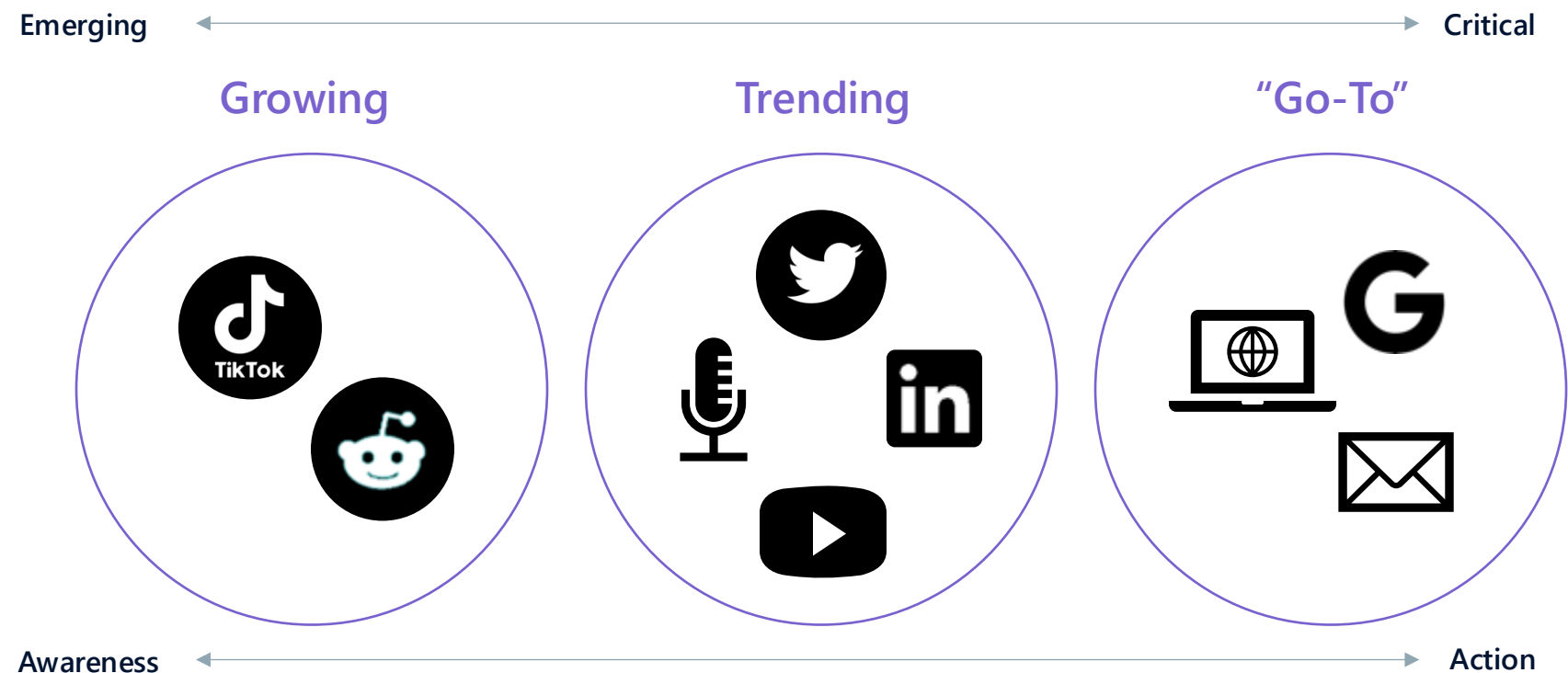


Investor use over the last 12 months has increased most for TikTok, Podcasts, and Twitter

Increase in use is **not** growing at the same rate for all platforms.

Whilst TikTok, Reddit, and Twitter had the fastest growth*, use of Google, IR websites and newsletters are saturated and saw little increase.

Communicators should be paying more attention to platforms within the 'trending' category: These platforms saw moderate increases in use, but have more widespread use by investors overall.



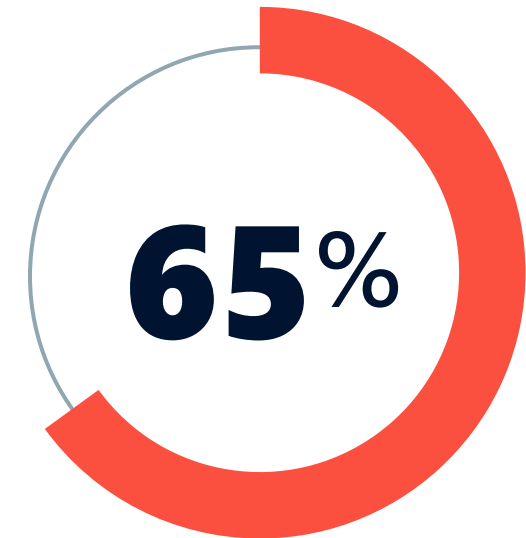
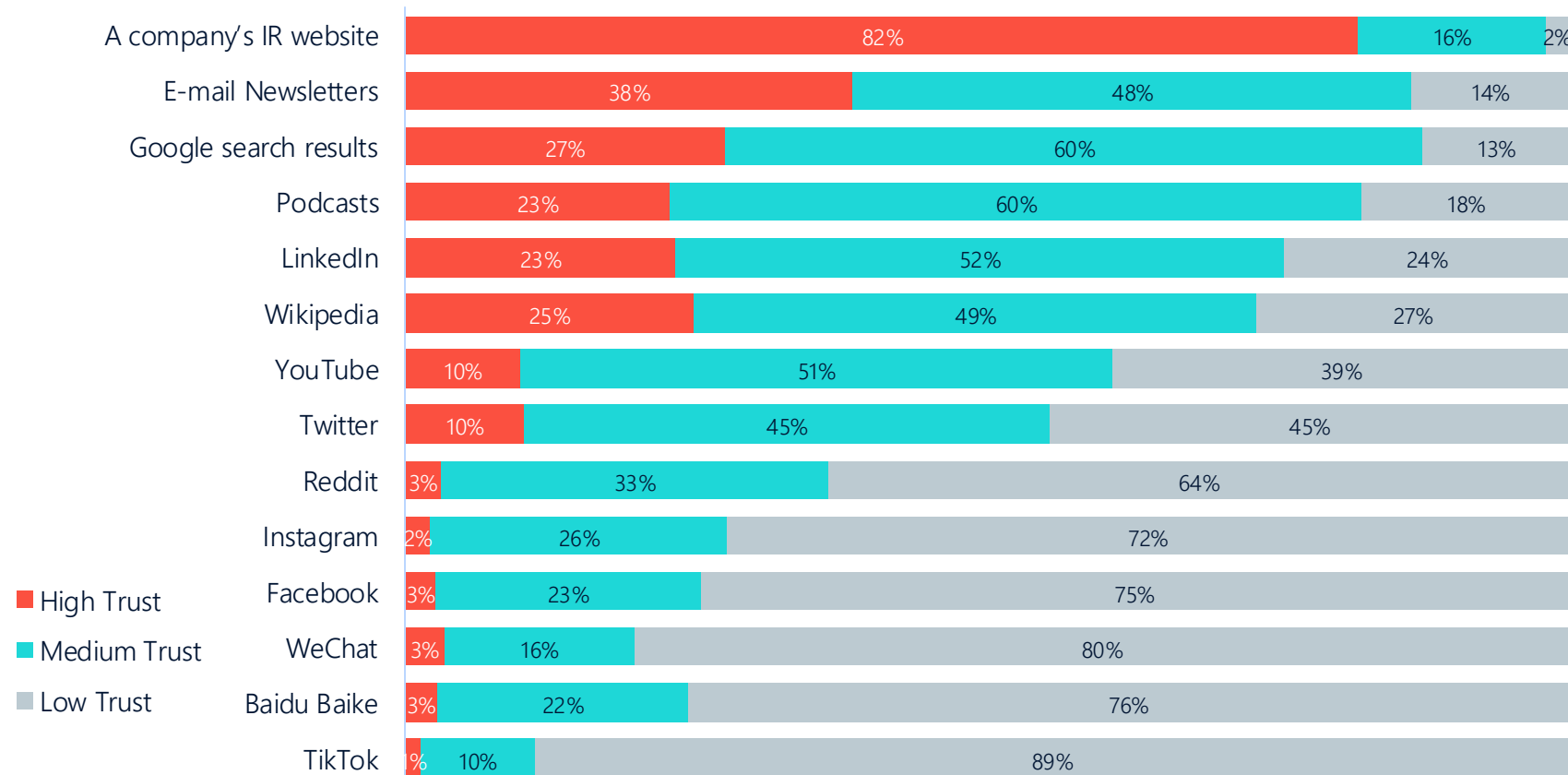
KEY FINDING **2**

**Investors are leaning
on company IR websites
more than ever**



IR websites are the **most trusted source** among investors.

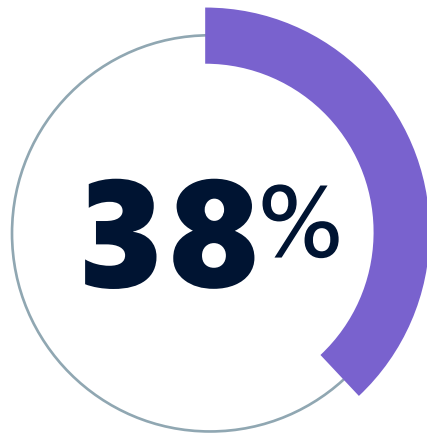
As skepticism of media intensifies, investors are turning to company IR websites as their most trusted digital source. This is great news for companies hoping to tell their stories directly to investors - having a strong website is a must.



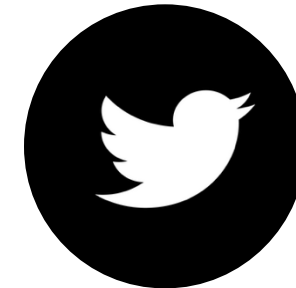
Of investors use **IR websites** to get information that is **more accurate** than what you can get from traditional media

Despite the importance of these websites, many companies are **not** using them to their **fullest advantage**.

Brunswick conducted analysis of all IR websites on the S&P 500 and found there is still significant digital integration needed at even the largest companies.



of websites lack a dedicated sub-page for FAQs about the company



Websites are more likely to link to an associated Twitter page than a LinkedIn page, despite investors being 20% more likely to trust information on LinkedIn than Twitter

Going beyond the basics – **the opportunity.**

Brunswick regularly studies website traffic, and our review of web engagements shows that **financial calendar events** and **key announcements** drive more traffic to IR websites – typically 5-10 times the number of visitors to an IR site compared to traffic on a typical day.

These visitors are likely of high value, and **the opportunity is to surround them with timely, relevant content that they might not otherwise be exposed to.** This could be to evidence strategic progress, showcase innovation, or reaffirm ESG credentials. Create an announcement or event hub, not a siloed press release dead-end.



KEY FINDING **3**

**Investors want to hear
from companies across
various digital touchpoints**



Investors want to hear from companies across a **variety of digital touchpoints** — and the more **curated** the communication, **the better**.

How helpful are the following actions that companies take to provide you with information?

94%

Maintain an active **investor relations website** with presentations & reports

67%

Release a video from the CEO or management providing updates about the company

62%

Set up microsites to provide information during major events such as IPOs, Mergers, or other major deals

36%










Post articles from the CEO on **LinkedIn**

36%

Use **social media** (Twitter, Instagram etc.) to share news and information

Preference for platforms reflects **investor needs**.

Institutional investors **prioritize** these digital and social media sources in **order to...**

	PRIORITY		
	1	2	3
Get information quickly , and to fuel a competitive advantage			
Get information that is more accurate than information from traditional media			
Get information that traditional media can't provide			

More than half of investors are using digital for information they haven't found anywhere else.

Digital and social media help close traditional media gaps and provide information faster than other sources

Learn information I cannot find with traditional media sources

52%

Learn more about a specific company

47%

Learn more about a specific industry or sector

45%

Keep up to date with a specific company I follow

43%

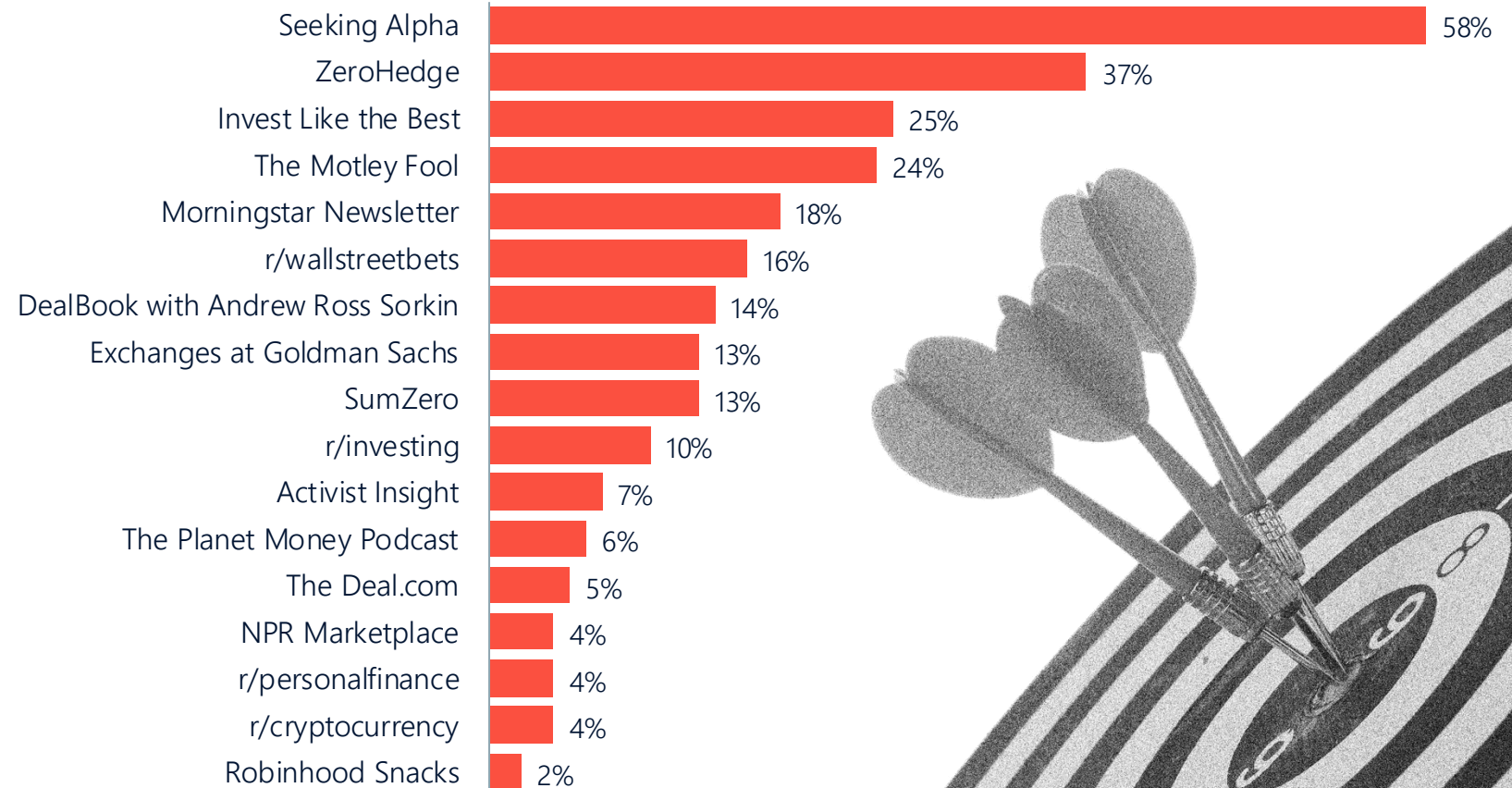
Get the news faster than from other media sources

36%

Investors rely on a **focused group of outlets** when it comes to newsletters, podcasts, and subreddits.

“

Whether you're pitching, planning paid media campaigns, or monitoring conversations on Reddit, these are the most frequented sources for institutional investors.



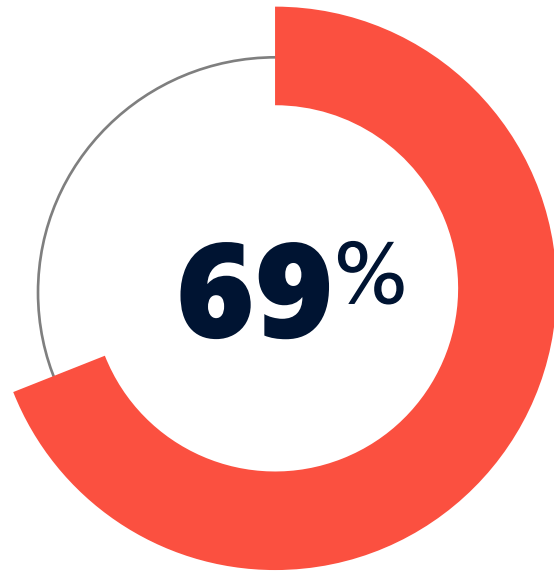
KEY FINDING **4**

**Effective digital
communication is
especially key in
moments of crisis**

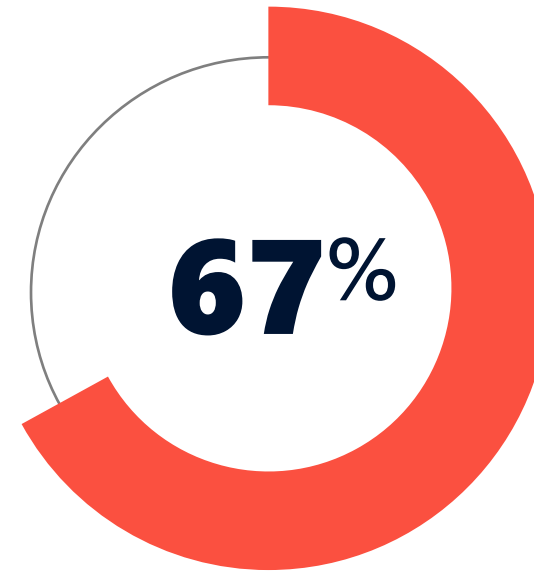


Investors view effective digital communication as important both **before and after** a crisis.

Before a crisis



After a crisis



Investors see value in digital channels **before a crisis hits.**

Three main benefits emerged ahead of facing a crisis or critical situation

Control of the Narrative

"People have all sorts of questions when a crisis pops up. But if a company doesn't have much information available, then observers will write the story, putting the company on its back foot."

*-Portfolio Manager
(Generalist)*

Demonstrates Customer Value

"Customer engagement online with a company can be an important indicator of loyalty/value proposition. I look for evidence that customers are getting value from the company, which can be manifested in strong online interaction."

*-Buyside Analyst
(Healthcare)*

Consistency adds Credibility

"I monitor different media channels to understand if the Company's messaging about its product, strategy, people, and values are in line with what they tell investors in other forms. I'm not looking for sizzle or hype, more about consistency and targeted messaging."

*-Portfolio Manager
(Generalist)*

After a crisis, **clear and straightforward** messages are best.

Investors want the basics; provide event details, relevant updates, and actions

Be Transparent

"I want to see whether companies are trying to be honest and upfront, or whether their tone is ambiguous and vague. We prefer companies be upfront, honest and sincere about challenges because leaving things vague makes investors assume an ever-worse outcome."

*-Portfolio Manager
(Generalist)*

Manage Downside Risk

"Social networks are often a multiplier of bad press, so after a crisis mastering digital communications is a must."

*-Portfolio Manager
(Consumer, Industrials, Tech)*

Establish the Truth

"In a time of rampant mis-information or 'fake news' it is imperative that companies reach out directly to all their stakeholders to ensure the right information is communicated."

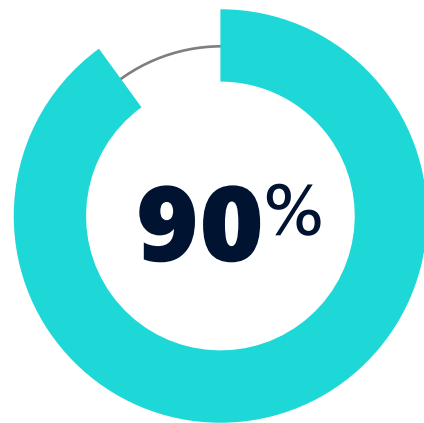
*-Portfolio Manager
(Generalist)*

KEY FINDING 5

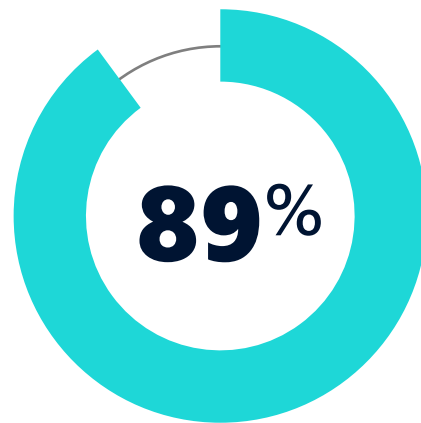
Crafting an investor narrative is particularly important at key moments - and we found consensus among investors on *what they don't want to hear in those narratives*



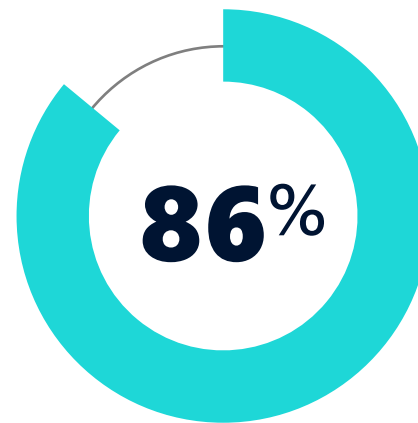
Investors agree that having a **strong investment narrative** matters most during financial situations...



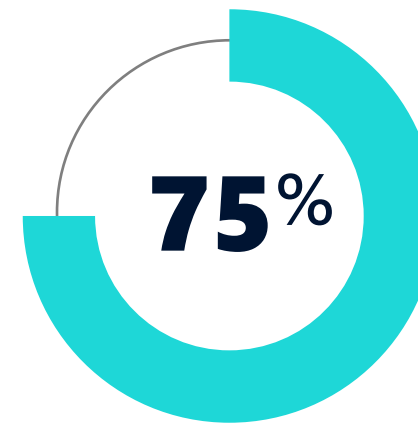
When conducting
M&A



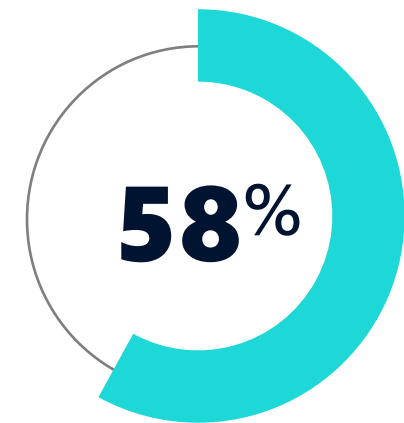
When listing **new shares**
(SPACs/IPOs)



When facing a
shareholder activist



When installing
a **new CEO**



When encountering
litigation

...But institutional investors still see **common pitfalls** within investment narratives.

Common mistakes

- Too complicated
- Overly optimistic
- Use of buzzwords, including comparing the company to other companies (“the Uber of apparel”) and claiming that “the shares are undervalued”
- Not backed up by data/fundamentals
- Too broad. What’s actually moving the needle?
- Not sufficiently tailored to the target audience
- Insufficiently candid

What investors want to see

- Address risks head on
- Be transparent
- Differentiate yourself from competitors
- Articulate goals that are clear, trackable, and actionable
- Keep it simple, straightforward, and consistent with fundamentals
- Demonstrate understanding of and preparedness to deal with, or capitalize on industry trends
- Demonstrate short- and long-term vision



About Brunswick Digital