



# Lipper Fund Awards From Refinitiv

## Marketing Toolkit

The Financial and  
Risk business of  
Thomson Reuters  
is now Refinitiv.

**REFINITIV™**  
DATA IS JUST  
THE BEGINNING



## Congratulations!

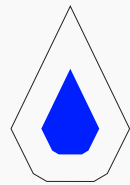
Your firm has won a Lipper Fund Award – now it's time to cement your reputation as a proven outperformer. This acclaimed industry achievement is a valuable selling point to promote your firm with wealth managers and institutions, because:

- Our renowned, independent fund data forms the foundation of the Awards program
- 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 20 countries worldwide, these highly-respected awards honor 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.





## LIPPER FUND AWARDS FROM REFINITIV

2019 WINNER  
UNITED KINGDOM

## Attract New Investors

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

### What are the benefits of licensing a Lipper Fund Award 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 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 >](#)

## Crystallize Your Win

What better way to celebrate and draw attention to your outstanding fund performance than with a crystal Lipper Fund Award for all to see? Award winners have the opportunity to purchase replica trophies for display in their offices around the world. They are available in two unique design variations and are individually engraved with the relevant fund information.

[VIEW AND ORDER TROPHIES >](#)

“

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

”

Robert Jenkins, Head of Research, Lipper

## Celebrate!

Prestigious ceremonies are held across three continents to honor the Lipper Fund Award winners. They provide a unique opportunity for fund managers, fund distribution professionals and wealth advisors to network with clients and peers, and celebrate the achievements of the winners.

Ceremonies are generally held in the first half of the year, except the Canadian Awards which take place in November. Please visit our Awards website for more information about attending an event.

ATTEND AN EVENT >

### Event Sponsorship

If you are interested in sponsoring the events, please contact [enquiries.awards@refinitiv.com](mailto:enquiries.awards@refinitiv.com)

## Refinitiv Blue: RGB vs CMYK

Because we are a digital-first company, we prioritize the vibrant, energetic feeling of our digital Refinitiv Blue, even though it cannot be exactly reproduced in print. Although this means an exact 1:1 match between digital and print applications is not possible, we have selected Pantone and CMYK values that emulate digital Refinitiv Blue as closely as possible to achieve consistency across touchpoints.

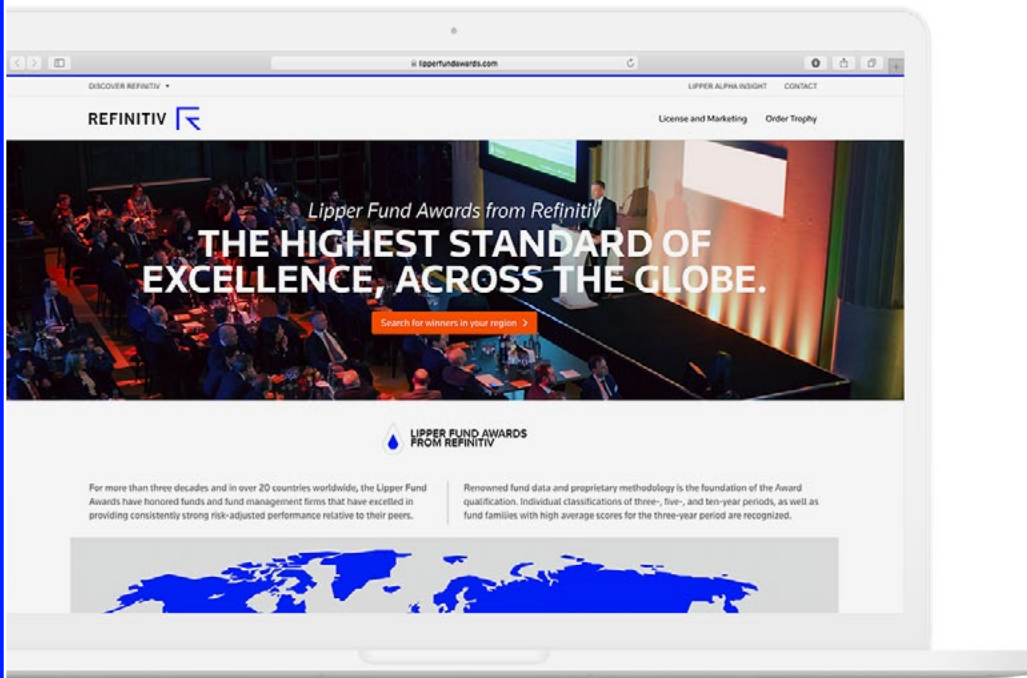
[ACCESS CREATIVE ASSETS >](#)



Refinitiv Blue for digital



Refinitiv Blue for print



## Visit Our Awards Site

Our 2019 Lipper Fund Awards website features:

- Official certificates for every honored fund and group award
- Comprehensive historical records that date back to 2006
- Ceremony photos and event details

[VISIT AWARDS SITE >](#)



## Contact

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