



Over 250 wealth & asset
managers analysed

THE SEA OF SAMENESS

WHEN BRANDS LOOK AND SOUND ALIKE, THE DISTINCTIVE BRAND WINS



FINDYOURANGLE[®]

MANY WEALTH
MANAGEMENT FIRMS TELL
US THEIR **MARKETING**
ISN'T CONVERTING AS
WELL AS IT SHOULD.



THE BIGGEST REASON?

**THE PROPOSITION
LOOKS AND SOUNDS
LIKE EVERYONE ELSE, SO
IT BECOMES HARDER TO
WIN ATTENTION AND
NEW CLIENTS.**

THE CONSEQUENCES OF SAMENESS

WHEN BRANDS FAIL TO STAND OUT, THEY RISK BEING:



FORGETTABLE

If people only think about your brand at the moment of need, then the brand that comes to mind first wins.



MISSABLE

When your brand looks and feels noticeably different from competitors, people are more likely to engage with it.



A COMMODITY

Emotional engagement reduces the risk of being perceived as a commodity, ensuring people value your products and services over and above its price.

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AI stocks are taking off. Here's everything you need to know before investing in this emerging technology sector.

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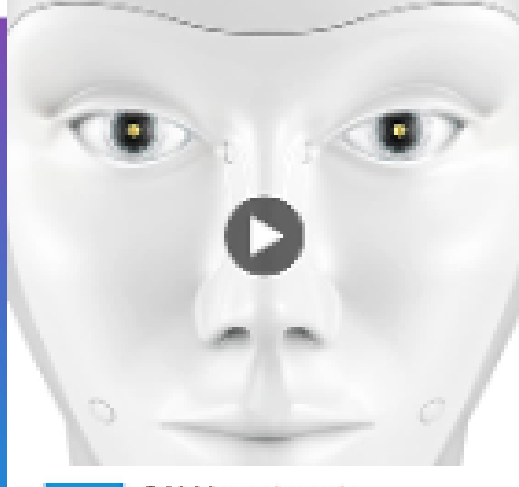
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AI continues to dominate the headlines. The big tech bosses are swooning around Trump, DeepSeek has set the cat among th...

Mercer

Insight article

Augmenting our investment capabilities - How we are using AI



TOP AI STOCKS

Go from b an investo innovator

Let's rethink possibility.

Artificial Intelligence: with great power comes great responsibility

With great power comes great responsibility.

Powering the AI Er... - Preview 26 of 26 pages

Balancing the promise and perils of AI

Quality compounders

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Don't be blinded by AI science or gimmickry. Find out how to determine whether an investment firm is using AI to create ...

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but where's the real value? ...e, but the true winners ...option, mone...

NAVIGATING THE AI SEA

At **Find Your Angle** we have analysed trends and identified opportunities to help your brand cut through the AI noise in 2026.



WILL THE AI BOOM EVER END?

GAM Investments

Is AI's bubble about to burst?

Read more

ARTIFICIAL INTELLIGENCE IN TRANSITION

From American titans to new international players



From hype to harvest: investing in the AI boom

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The technology industry is betting big on the future of AI and the digital infrastructure that supports it. Can AI deliv...

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Cutting-edge AI infrastructure is revolutionizing autonomous agents, paving the way for interconnected intelligent syste...

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The rise of AI comes with a massive energy cost; for example, Nvidia and OpenAI have announced a letter of intent for at...

Artificial Intelligence: Generative AI's impact on sectors

Our expert's take on DeepSeek

How could its arrival affect US dominance in the world of AI?

What's really different about AI technology is indeed its potential for making a **swift, profound impact on society via employment.**

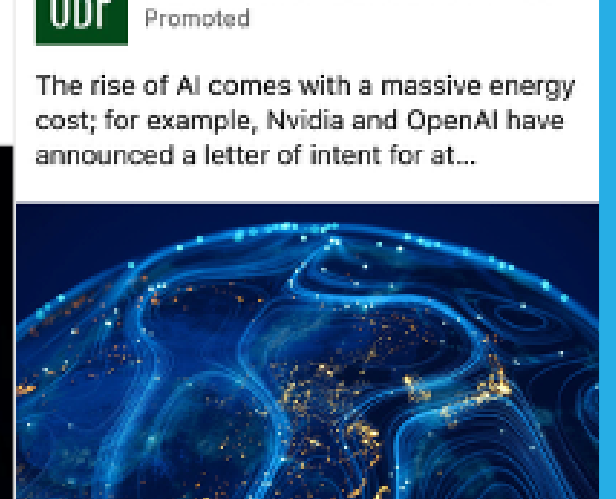
Can AI deliver on expectations for a productivity boost?

The Rise of Agentic AI: Scaling beyond human limits

Annual Report Highlights 2025

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HOW TO BREAK FREE

Breaking away from the sea of sameness starts with understanding:

YOUR COMPETITORS' MARKETING

WHAT CONSUMERS ARE LOOKING FOR

AND THE KEY SELLING POINTS OF YOUR PRODUCTS AND SERVICES

Clear, compelling positioning communicates this difference in a way that resonates and inspires action.

Various UK studies show that around half of marketing campaigns fail to hit their KPIs, and up to **80% of B2B organisations admit their marketing “isn’t working as expected.”**

As you begin to put your 2026 plans into motion, it’s worth pausing to complete a market analysis to ensure your brand narrative will effectively drive business growth and improve marketing ROI.

**LET US HELP
YOU FIND
YOUR ANGLE**



For more than 20 years, we’ve worked with clients to identify the angle for their brand narrative that sharpens their marketing plans and unlocks business growth.

Our approach has helped many financial services brands strengthen their brand story and achieve stronger marketing results – across products, advisers and platforms.

IN 2026, THE SEA OF SAMENESS WILL SWALLOW BRANDS THAT FAIL TO STAND OUT. RISE ABOVE IT – BE DISTINCTIVE, CAPTURE ATTENTION AND DRIVE GROWTH.

**We'd love to understand your brand and show how our insights and case studies can help you stand out in your market. To arrange a call, please email:
info@findyourangle.co.uk**

THANK YOU



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