



## **Victory Earns Top Ranking for Institutional Brand Awareness**

May 23, 2016

Victory Capital was ranked first in brand awareness among institutional managers with \$25-\$50 billion in AUM in a recently released study by eVestment\*.

The brand rankings in the study are based on both firm awareness (as measured by the quantity of consultants that reviewed at least one of a firm's products during a given quarter) and product awareness (as measured by the average number of distinct products reviewed per consultant).

[Click here to read the article](#)

\*As of 12/31/2015