

CASE STUDY

Pax World Investments

From Yesterday to Tomorrow

In 1971, Pax World, a pioneer in socially responsible investing (SRI), introduced the first mutual fund to use social criteria in its investment process, thereby attracting considerable assets from retail investors who sought to align their investments with their values.

In 2005, the company underwent a change in leadership when Joseph Keefe was named President and CEO. Joe and others at Pax recognized that SRI was defined, not by what it invested in, but by what it didn't invest in – tobacco, rearms, gambling, nuclear energy. They understood that "SRI" failed to capture the essence of the Pax investment process – a forward-thinking process combining rigorous financial analysis with equally rigorous Environmental, Social and Governance (ESG) analysis. In their minds, Sustainable Investing, as the process was known, was simply a better, smarter way to invest, and they were determined to redefine the Pax brand with that as its focus.

360's approach

Sobered by market fluctuations at the time our engagement with Pax commenced, individual investors were placing increasing responsibility for investment decision making in the hands of advisors. But beyond a core group of advisors who had known and supported Pax for several decades, the majority failed to adequately understand Sustainable Investing or recognize how it could contribute to long-term investment performance.

The elements

- We rebranded Pax World, gave it a unique position as an investment management organization that seeks to capture the returns associated with superior sustainability performance and helped it become a vocal evangelist for Sustainable Investing.
- We created an integrated marketing program targeting financial advisors and emphasizing Sustainable Investing and the financial materiality of ESG criteria.
- We created a web site that drew the attention of both advisors and retail investors to Pax's Sustainable Investing capabilities.
- We developed content that supported e-communications and sales activities.

THE RESULTS

- ▶ Coming out of a severe market downturn, Pax's total assets under management grew approximately \$500 million in 2011 and continued to grow each year after that.
- ▶ The number of independent advisors Pax sold to grew substantially, and it struck new selling agreements with top-tier broker-dealers and retirement plan providers.
- ▶ A series of online Pax webinars promoted by 360 marketing activities attracted hundreds of participating advisors on multiple occasions.

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