

Moody's ESG



Leading insight, championing change

Positioning a pioneer

As a leading international credit ratings agency, Moody's has long been trusted to provide the data and insight investors need to make better decisions. So, in a fast-changing world, where sustainability is increasingly seen as the true measure of success, it would be almost impossible to exaggerate the importance for the company of their new and greatly expanded ESG offering. Which makes it incredibly flattering that - based on a well established relationship with Neon - Moody's asked us to develop a strategic positioning that would enable them to claim a clearly defined leadership position in this crucial arena.

In search of stand-out

In simple terms, the challenge was one of differentiation. Our exhaustive review of competitive activity revealed a "same-iness", both visually and verbally, that made the various companies' ESG messages blend into each other. So how could we construct a strategic platform that would enable Moody's to cut through and communicate the genuine superiority of their ESG offering? Leadership, we knew, would be key. We needed to emphasise Moody's authentic commitment to bringing about positive change, and the pioneering role they were seeking to play in meeting the challenge of greening the global economy.

A comprehensively better solution

In terms of Moody's expanded range of ESG services, we were equally clear that our focus had to be on comprehensiveness; the unmatched quality and scope of data and insight that would enable clients to build the new triple bottom line - putting people and planet on a par with profit - into every aspect of their decision-making process. We sweated over every syllable of the positioning statement that we developed. Our aim, quite simply, to ensure that all the vital components of the Moody's brand - from vision and values to personality and promise - were built into a form of words that would clearly set Moody's apart from all competitors.

Inspiration (as well as perspiration)

It wasn't enough to just to tick all the boxes. We needed the positioning to be based on a big idea, capable of encompassing the many facets and attributes of Moody's ESG solutions. It had to be inspiring, too - emotive and aspirational, as well as rational and business-focused. And finally, in a market sector defined by change, we knew that whatever we came up with would need the potential to evolve, continuously, over time.

After a huge amount of work (even for Neon, where we always dig deep), we distilled all our thinking and analysis into the four little words you see here, along with two short paras of supporting text.

Leading insight, championing change

At Moody's, we have always led the way in providing the data and analysis needed to make better decisions.

And in today's fast-evolving landscape, where sustainability increasingly counts for as much as financial performance, our goal is to be a pioneer of positive transformation.

To help your organisation achieve sustainable growth, look no further than our newly expanded and uniquely comprehensive ESG offering that delivers leading insight and champions change.

Creativity with cut-through

As for creative execution, we are still in the early days of development, but we've made an exciting start. Working within the client's existing brand identity system, we have created a distinctive look and feel, based on stunning visual metaphors for the specific attributes that make Moody's ESG solutions the most comprehensive available. And the upbeat and positive mood of the imagery is supported by a subtle circular graphic device that gives structure, while hinting at globality.

Confident without being arrogant, our positioning - and our creative expression of it, to date - clearly fulfil the brief in establishing Moody's as an ESG leader, while enabling them to achieve real cut-through in their communications. And that's not just our view. We're pleased to say we have a very happy client.

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moody.com/esg-solutions

MOODY'S | ESG Solutions

PROJECT SUMMARY

- Brand campaign
- Copy Writing
- Brand campaign guidelines
- Above the line advertising campaign
- Digital advertising campaign
- Advertising templates
- Launch materials
- Digital Templates
- Power Point templates

360°..

Containing 30,000 hexagonal lenses, a dragonfly's eye gives it 360° vision.

Moody's strives to see the same. Our powerful platform presents a 360-degree view of decision-relevant ESG issues that matter to you.

All delivered via a simple interface suited to your ESG expertise. Moody's data, scores and assessments can empower you to make sustainable decisions with confidence.

Find out more: moody.com/esg-measures

MOODY'S ESG Solutions | Leading insight, championing change

Transparent...

Many jellyfish are transparent with bioluminescent organs that emit blue or green light.

Our double-materiality methodology brings transparency to ESG analysis, illuminating both financially material and sustainability-focused issues for a clear view and better decisions.

Find out more: moody.com/esg-measures

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Bifocal...

The sunburst beetle has perfect bifocal vision.

Moody's aspires to the same depth and detail. We view ESG analysis through a double-materiality lens to evaluate risk and opportunities that are both financially material and sustainability focused.

Find out more: moody.com/esg-measures

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Enormous...

On average, a great whale captures 33 tons of CO₂.

Moody's captures enormous volumes of traceable, trackable and transparent ESG data. All filtered to create scores and assessments that empower sustainable future-facing decisions.

Find out more: moody.com/esg-measures

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Deep...

The Pacific Ocean's deepest point is over 35,000 feet underwater.

Underpinned by a double-materiality approach, our traceable, transparent data is equally impressive. It enables the deep dives required to make sustainable, future-facing decisions with confidence.

Find out more: moody.com/esg-measures

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Agile...

The Galago is the world's most agile animal. It can climb 27 feet in only four seconds.

Quickly and easily navigate the ESG intelligence most relevant to you through the Moody's ESG 360 platform. A comprehensive view that inspires more sustainable decisions.

Find out more: moody.com/esg-measures

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Vast...

There are billions of stars in the Milky Way. Vast coverage is not exclusive to the night sky.

Through a combination of data scores and assessments, Moody's provides actionable insight on every major ESG topic, theme, asset class and industry across 140 million companies and assets — to empower you to make sustainable decisions with confidence.

Find out more: moody.com/esg-measures

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Smart...

Dolphins are highly social animals, even using a common language to speak to other species.

ESG might also require a common language, and we're here to provide it. Moody's ESG 360 is a powerful, simple-to-use platform that goes beyond data to deliver comprehensive, defensible intelligence.

Find out more: moody.com/esg-measures

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If you'd like to know more about Neon, or if you have a project/pitch/ roster review you'd like to discuss with us, we'd be absolutely delighted to hear from you. Please call Dana Robertson on the number below, or drop him an email info@neon-creative.com or call +44 (0)20 3289 1733

Neon Design Consultancy Limited
 2nd Floor 1 Alfred Place London WC1E 7EB United Kingdom
 T +44 (0)20 3289 1733 E info@neon-creative.com
www.neon-creative.com © Neon