

**enhanced view
balanced view
trusted view**

Moody's CreditView

The view that counts

So many views, one that really counts.

When it was launched some years ago, Moody's CreditView was mainly a simple means of gaining online access to the company's credit ratings. But as demand grew for greater insight, and increased depth and breadth information for better decision-making, Moody's embarked on an ambitious three-year programme to revamp and reinvent CreditView.

This new portal brought together almost every aspect of Moody's services, providing investors and issuers with a vast wealth of information, deeper content and analysis, greater transparency, and a user-friendly new interface - as well as direct access to the world-class analysts who create Moody's ratings.

Not just an upgrade, but a step-change.

The new CreditView is not just an upgrade, but a step-change in terms of its content and capabilities. Quite simply, it reveals the full picture, providing a sharply focused 360° perspective on all the relevant market intelligence - not just ratings and research, but also insight into corporate capital structure, as well as credit transitions, bank analytics and much, much more.

In addition, CV2 offers a massively improved user-experience, with bespoke reporting, alerts and insight, as well as seamless access to all Moody's data through Excel - enabling clients to work far more efficiently and productively than ever before.

With so much to offer, and such a bewildering range of new capabilities, the creative challenge was to pull together all the multiple benefits of CreditView in a simple yet really compelling way.

The clue's in the name...

The answer, for once, lay in the product name - and, more specifically, the extraordinary number of ways that Moody's now enable investors to view all the crucial data and analysis relating to any company, sector, region or country. Our quietly confident strapline almost wrote itself: The view that counts.

Then all we needed to do was come up with all the countless different types of view that, in combination, form the overarching view provided by Moody's - and arrange them attractively, in themed banks of three to pick up off the various functions, features and benefits of the new CreditView.

The complex and varied, made simple and accessible.

We found it was an approach with almost unlimited scope (a bit like CreditView itself), capable of stretching effortlessly across a wide range of communications, including print and digital advertising, conference graphics, launch booklets and animations.

We're very pleased to say that the most important view of all for us - our client's - has been very favourable indeed, with Moody's regarding this as their most successful product launch ever.

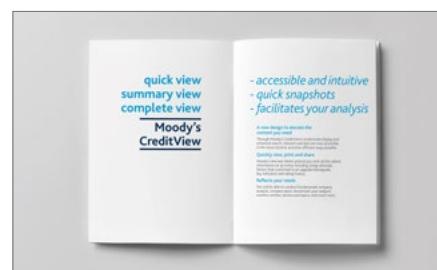
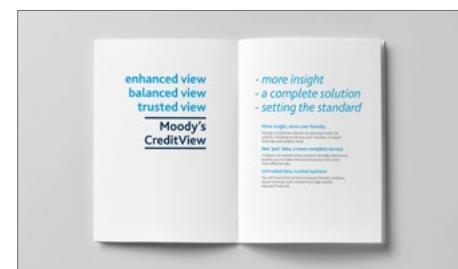
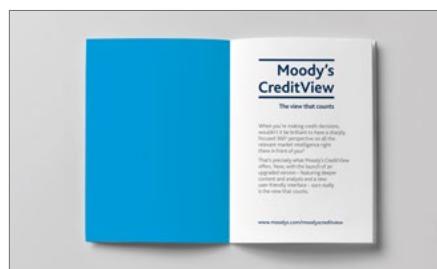
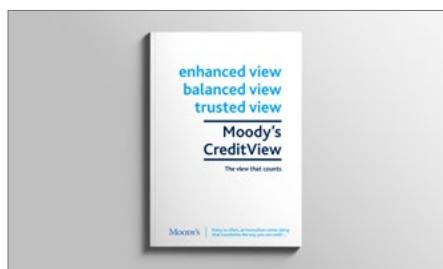
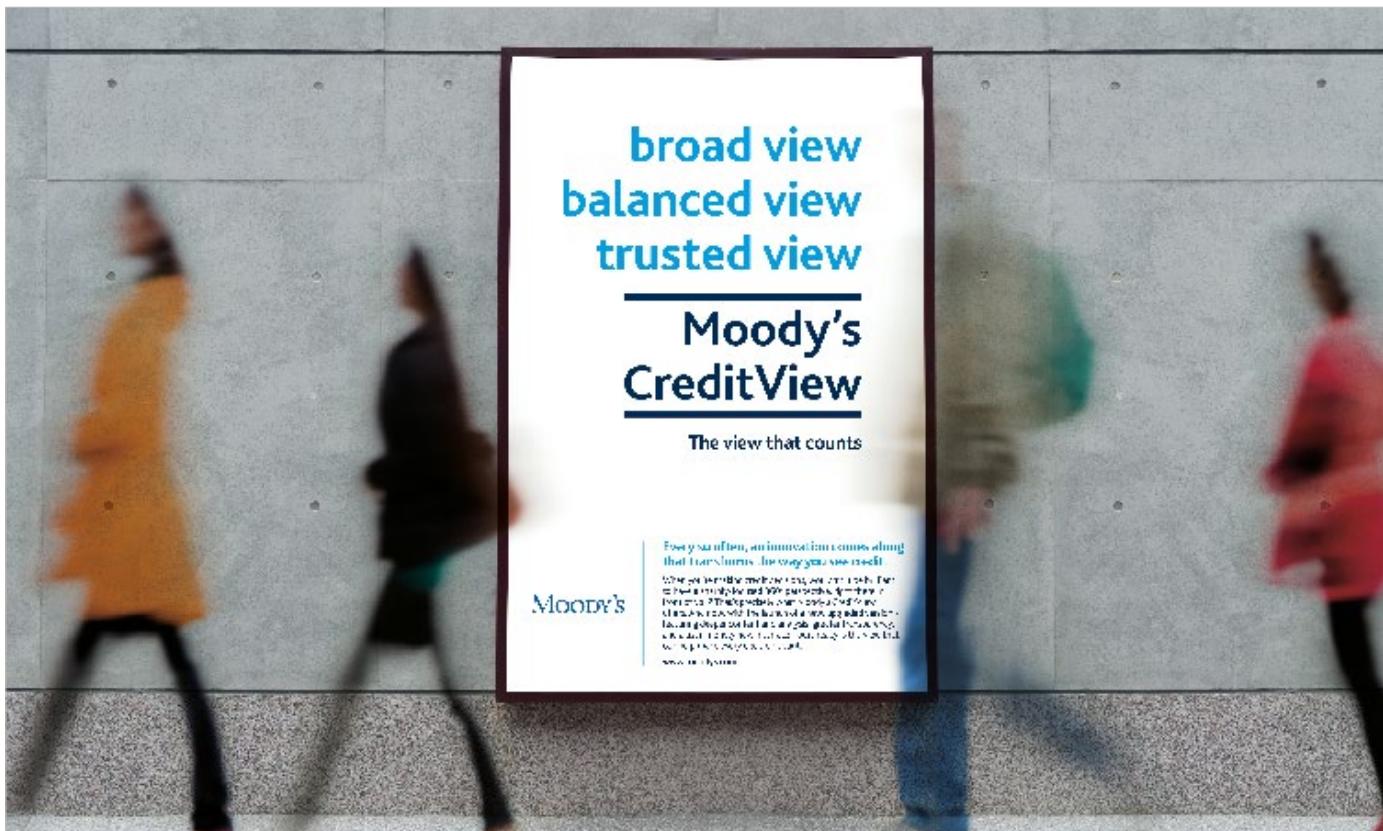
"A very smart and powerful campaign, produced within a very challenging time frame. Moody's people just love it and it has had a real impact on our clients."

BERRAK DOGRUER

Head of Engagement and Corporate Finance Product Strategy at Moody's Analytics

Moody's CreditView

The view that counts



PROJECT SUMMARY

Campaign idea
Product animation
Launch literature
Print and digital advertising
Promotional posters
Web hub graphics
Digital templates
PowerPoint templates

