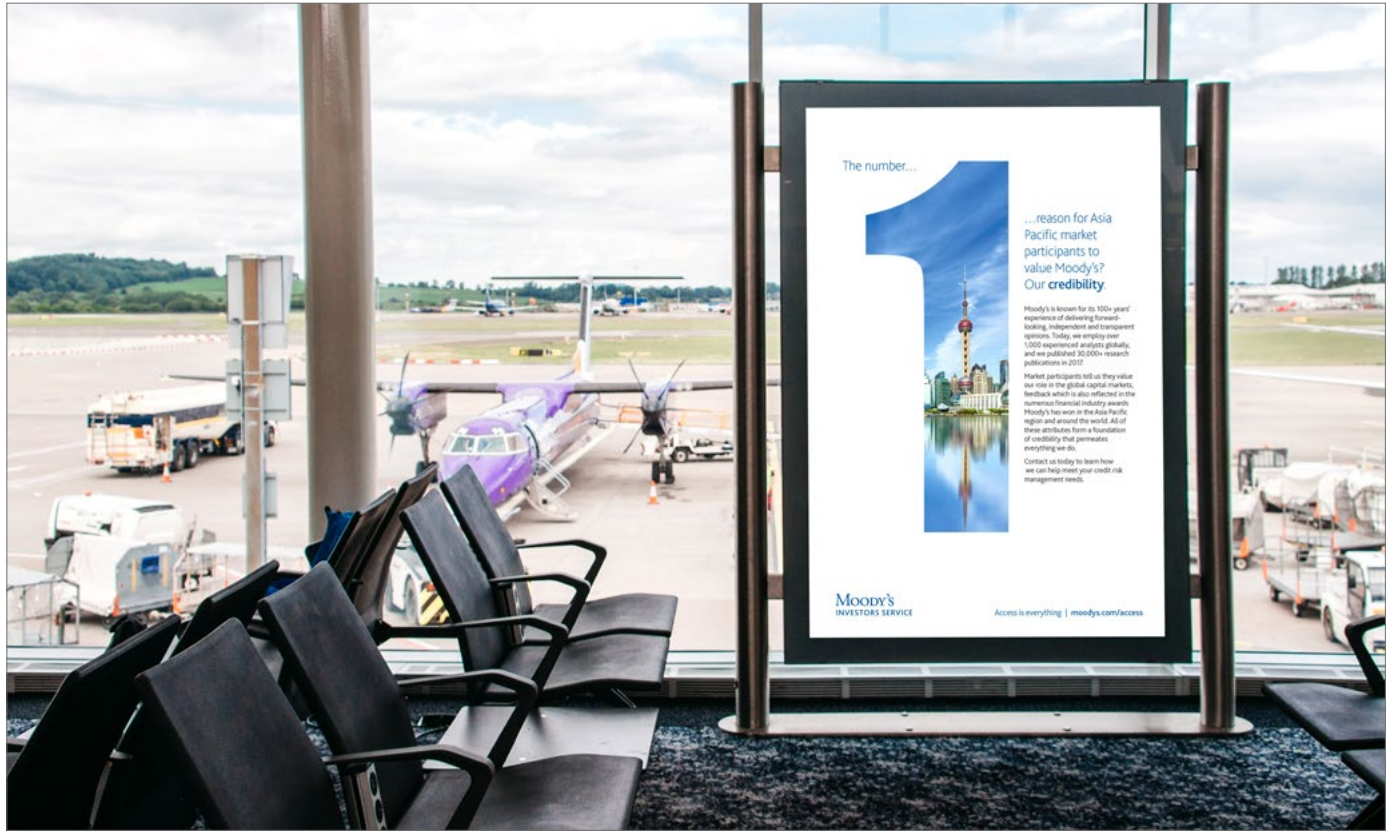


## Moody's Investor Service APAC advertising



### When is a No 1 not a No 1?

Neon Brand Consultancy created a smart, high-impact advertising campaign for Moody's APAC division, designed to reinforce the company's market leadership across Australia, Shanghai and Singapore — without ever having to say "No.1".

Following the success of our global Moody's CreditView launch, we were briefed to raise awareness of Moody's credibility, expertise and client engagement across Asia-Pacific. The challenge? To imply leadership while staying within strict regulatory and legal parameters.

Our elegant solution was a bold "No.1" window graphic, used as a visual metaphor for Moody's leading view of regional markets. Each execution spotlighted a key differentiator — from trusted insight to world-class expertise — delivering a campaign that was confident, cohesive and distinctly Moody's.

Rolled out across digital, print and LinkedIn, the campaign resonated powerfully with audiences, driving engagement, brand visibility and inbound new business — proving that sometimes, saying less says it best.

If you would like to see more of what we have done for Moody's, please do take a look at our CreditView project, and the work we've done recently on positioning Moody's ESG and its subsequent roll out of the Moody's ESG marketing campaign.

### Kind words...

*"A very smart campaign, produced within a very challenging time frame and has had a real impact on our APAC audiences."*

#### BERRAK DOGRUER

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

## Moody's Investor Service APAC advertising

The number...



...reason for Asia Pacific customers to choose Moody's? Our expertise.

Moody's is an essential component of the global capital markets, providing leading credit ratings, research tools and analyses that contribute to transparent and integrated financial markets. With 200+ analysts based in the Asia Pacific region, we combine our global expertise with extensive local presence to deliver comprehensive credit analyses to our customers here.

Over the last decade, Moody's has rated an expanding volume of Asia Pacific-issued/domiciled debt<sup>1</sup>; in 2017 alone, we rated 85% of total rated debt, calculated based on face amounts at the time of issuance, issued by Asia Pacific issuers<sup>1</sup>. Additionally, our analysts publish timely and insightful research on Asia Pacific issuers and trends, which has attracted more than 1 million views on our website.

To know more about our expertise, reach out to us today.

<sup>1</sup> Source: Dealogic Limited

**Moody's**  
INVESTORS SERVICE

Access is everything | [moodys.com/access](https://moodys.com/access)

The number...



...reason to talk to Moody's? We strive for meaningful engagements with market participants.

Moody's offers proactive and meaningful interactions between our analysts and market participants across a wide spectrum of channels. With 200+ analysts based in eight offices throughout the Asia Pacific region, we're able to connect with market participants on the ground through face-to-face interactions including the hundreds of outreach events we organized in 2017.

Our commitment to continuous engagement extends beyond these interactions to our multiple digital platforms, providing you timely access to our latest insights. Our customer service standards are embodied in Moody's Investors Service Issuer Charter, where we pledge to engage proactively, interact as efficiently as possible, and follow up in a timely manner.

Engage with us today by contacting your local Moody's office.

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### PROJECT SUMMARY

Above the line advertising campaign  
Digital advertising campaign  
Advertising templates