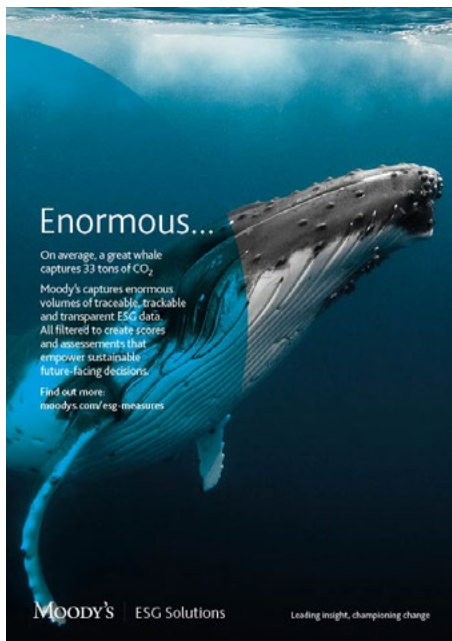


Moody's ESG Comprehensive campaign



Achieving cut-through, comprehensively.

Having developed a powerfully distinctive positioning for our long-time client Moody's new expanded ESG offering, we embarked on the creative execution phase of this process with the clearest possible sense of what our work needed to achieve.

We knew it had to be inspirational, and to convey the calm confidence of leadership, reflecting both Moody's stature and its pioneering commitment to bringing about positive change in the field of sustainability. We knew it needed to pack an emotive punch, as well as putting forward a compelling business case. But most of all, we knew it had to stand out - in a sea of same-y ESG messaging from our client's competitors.

A compelling list of reasons

Naturally, then, we focused on what sets Moody's apart: the comprehensive strength-in-depth of ESG solutions they offer. Our initial campaign picks off a long list of attributes - from 360-degree vision to traceable transparency - that ensure the data and insight the provide can empower better sustainable decision-making. And each of these compelling reasons for choosing Moody's is supported, and dramatically brought to life, by our use of stunning visual metaphors and fascinating facts, drawn from the natural world.

As well as a wide range of online executions, we created a high impact press ad to run alongside the 2021 COP26 climate conference in Glasgow.

Watch this space

Moody's engagement in the sustainability arena is a long-term commitment, and their ESG offering will need to be capable of constantly evolving, over time.

The same applies, of course, to their communications. It's still early days, but we're confident that the strategic platform we have built, and the visual identity system we have started to develop, will enable the company to go from strength to strength as a globally respected champion of change.

Kind words...

"Dana expertly distilled a complex brief into a clever, multi-dimensional campaign that really stands out, perfectly showcasing the comprehensive nature of our capabilities. The powerful single word headlines and stunning imagery immediately draws you in, with the factoid providing a brilliant pay-off that beautifully links to the service Moody's ESG Solutions is able to provide. Not only has this campaign gained real traction both internally and externally, but it has the legs to go on and on. We can't thank the team at Neon enough."

CHRIS CRANG

VP, Marketing & Engagement
Moody's ESG Solutions

Moody's ESG Comprehensive campaign



360°...

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

Moody's strives to offer 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's.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's.com/esg-measures

MOODY'S ESG Solutions Leading insight, championing change



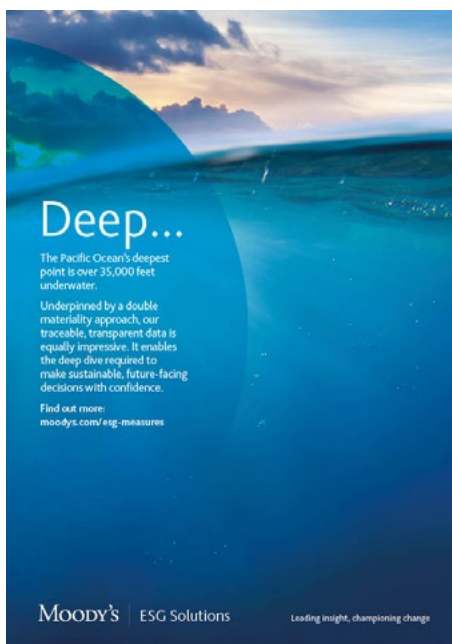
Bifocal...

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 risks and opportunities that are both financially material and sustainability focused.

Find out more:
moody's.com/esg-measures

MOODY'S ESG Solutions Leading insight, championing change



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 dive required to make sustainable, future-facing decisions with confidence.

Find out more:
moody's.com/esg-measures

MOODY'S ESG Solutions Leading insight, championing change



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 ESG360 platform. A comprehensive view that inspires more sustainable decisions.

Find out more:
moody's.com/esg-measures

MOODY'S ESG Solutions Leading insight, championing change



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 worldwide – to empower you to make sustainable decisions with confidence.

Find out more:
moody's.com/esg-measures

MOODY'S ESG Solutions Leading insight, championing change

PROJECT SUMMARY

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