

Moody's ESG Solutions Leading insight, championing change

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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.

moody.com/esg-solutions

Positioning a pioneer.

Neon Brand Consultancy partnered with Moody's ESG Solutions to create a global brand positioning and launch campaign, defining the company's leadership role in sustainability and responsible investment.

In a marketplace crowded with generic ESG messaging, our challenge was to differentiate Moody's by articulating its pioneering commitment to positive change — and its unmatched depth of ESG data and insight. After in-depth analysis and strategic development, we distilled this into a powerful positioning: "Leading insight, championing change."

The line captures Moody's dual strength — its trusted data leadership and its forward-looking sustainability mission. Visually, we developed a bold, nature-inspired campaign language and elegant circular device that conveyed confidence, global reach, and transformation.

Launched alongside COP26, the campaign achieved global recognition — winning Best Creative Execution of Multi-Audience Global Launch Campaign at the Gramercy Institute ESG Marketing & Communications Awards.

Kind words...

"As a new business in a rapidly expanding market, we needed to quickly deliver a strong launch campaign with imagery that avoided the sector clichés while delivering a clear, compelling message. Neon started by setting a strong positioning statement that culminated in delivering our campaign headline – "Leading insight, championing change. This perfectly encapsulated Moody's ESG Solutions spirit and tone as a leader in providing ESG data and scores. At the same time, highlighting how we see ourselves as pioneers of positive change."

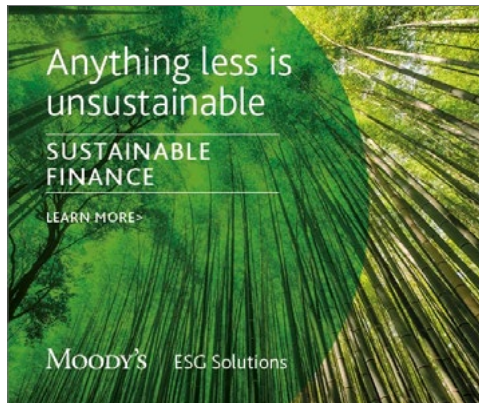
Dana and his team created a suite of creative assets that showcased our value proposition and our broad range of solutions across climate risk, sustainable finance and ESG measurement. We sent a powerful message to the market with this inaugural campaign – which was a significant win in our global go-to-market strategy. Neon was an absolute joy to work with, hitting the sweet spot between strong creative strategic direction and excellent execution."

DAVID DELANY

SVP, Marketing & Engagement
Moody's ESG Solutions.

Moody's ESG Solutions

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PROJECT SUMMARY

Brand positioning
Advertising
Copywriting
Digital advertising
Print advertising
Digital templates