

Moody's KMV

Moody's KMV is a global leader in credit risk management, with over 1,700 clients in 85 countries. Its diverse clients range from small banks and regional players to major corporations and most of the world's largest 100 financial companies.

Intelligence

Moody's KMV needed to examine its broad product offerings and link them to identified market segments in: Banking, Insurance, Asset Management and Corporations. Langton Cherubino Group and strategic communications specialist MJ Lilly Associates conducted qualitative research and competitive analysis, then produced marketing position statements for the four key target audiences.

Inspiration

The market research laid the groundwork for four new brochures targeting each sector. Imagery with extreme sports was selected to accentuate the critical need for Moody's KMV's expertise that is required when obtaining risk management services. The action photography provided an edge for Moody's KMV that distinguishes it from its competitors. With a revitalized sales program, Moody's KMV sales force now has a marketing kit that emphasizes their ability to deliver unparalleled data, superior modeling and professional consulting services.



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Brochure system



Website

