

CASE STUDY: STANDARD & POOR'S



Standard & Poor's is the world's leading ratings agency. As such, the company needs to communicate both its excellence as a rater but also the ratings product itself - especially in areas such as the European loan market that have traditionally considered ratings an unnecessary expense (and in some cases an intrusion).

Moorgate has been working for Standard & Poor's since 2002 on campaigns that embrace the main areas for bank loan ratings. These include the Infrastructure Finance ratings team and the Leveraged Finance team. Despite a specific objective (to profile loan ratings), Moorgate has employed a wide range of tactics including a bimonthly newsletter, specific target-audience events, press briefings, by-lined articles for the analysts, case study writing and placement, and news support for S&P's busy press office.

Research papers by analysts are used as strong opportunities to profile the rater's excellence as well as the benefits the ratings process can offer issuers and corporates. Research-specific tactics include lobbying the media for coverage as well as executing related commentary and article writing, speaker-opportunity sourcing and direct-to-audience seminars and events.