

McGraw Hill Financial Honored for Excellence in Digital Communication in 2016 AVA Digital Awards Competition

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NEW YORK, Feb. 18, 2016 /PRNewswire/ -- McGraw Hill Financial (NYSE: MHFI) has won three awards in the International AVA Digital Awards 2016 competition. Administered by the Association of Marketing and Communication Professionals, the competition recognizes excellence by creative professionals responsible for the planning, creative, design and production of digital communications including digital engagement campaigns, audio and video production, website development, social media interaction, and mobile marketing. The McGraw Hill Financial website received a Platinum Award in the Website/Corporation category, and the McGraw Hill Financial Global Institute and S&P Ratings Global Financial Literacy Survey both won Gold Awards in the Creativity/Website Interior category.

The McGraw Hill Financial website serves not only as a corporate portal, but a global platform for industry-related content, investor tools and leadership insights. The Global Institute site was launched with an integrated blog and social media feed, as well as content that includes videos and other interactive features such as infographics. McGraw Hill Financial teamed up with Gallup and The World Bank to design and implement the S&P Ratings Services Global Financial Literacy (FinLit) Survey – one of the most extensive measurements of global financial literacy to date. The Global FinLit Survey website offers a variety of interactive media to highlight the data results and provide downloadable, bite-size factoids; and includes a quiz function to allow visitors to the site to take the actual 5-question FinLit survey that was administered to more than 150,000 adults across 148 countries.

The 2016 AVA Digital Awards received 2,500 entries from throughout the United States, Canada and 17 other countries. Only 14 percent of entrants won Platinum awards this year.

About McGraw Hill Financial: McGraw Hill Financial is a leading financial intelligence company providing the global capital and commodity markets with independent benchmarks, credit ratings, portfolio and enterprise risk solutions, and analytics. The Company's iconic brands include Standard & Poor's Ratings Services, S&P Global Market Intelligence, S&P Dow Jones Indices, Platts, CRISIL, and J.D. Power. The Company has approximately 20,000 employees in 31 countries. Additional information is available at www.mhfi.com.

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