MOODY'S

The Eye of the Storm

Documentary

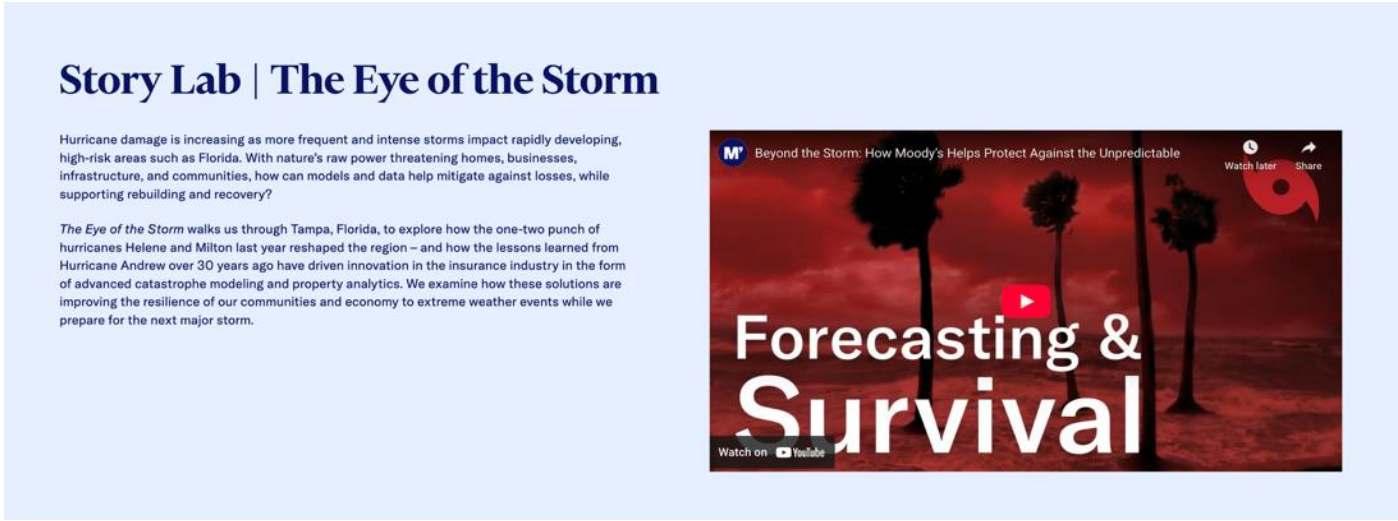
Moody's: The Eye of the Storm Documentary

Branded Content

OVERVIEW

Hurricane damage is increasing as more frequent and intense storms impact rapidly developing, high-risk areas such as Florida. With nature's raw power threatening homes, businesses, infrastructure, and communities, how can models and data help mitigate against losses, while supporting rebuilding and recovery?

The Eye of the Storm walks us through Tampa, Florida, to explore how the one-two punch of hurricanes Helene and Milton in 2024 reshaped the region – and how the lessons learned from Hurricane Andrew over 30 years ago have driven innovation in the insurance industry in the form of advanced catastrophe modeling and property analytics. We examine how these solutions are improving the resilience of our communities and economy to extreme weather events while we prepare for the next major storm.



You can watch The Eye of the Storm here.

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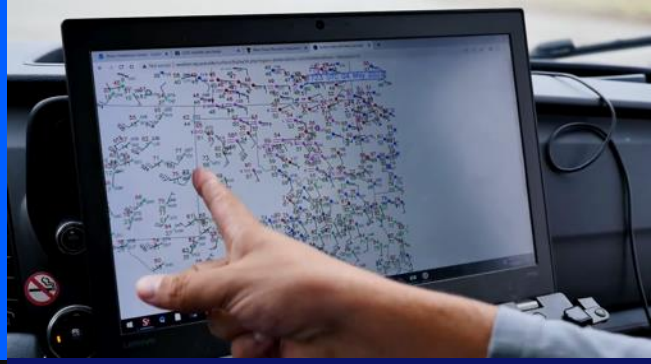
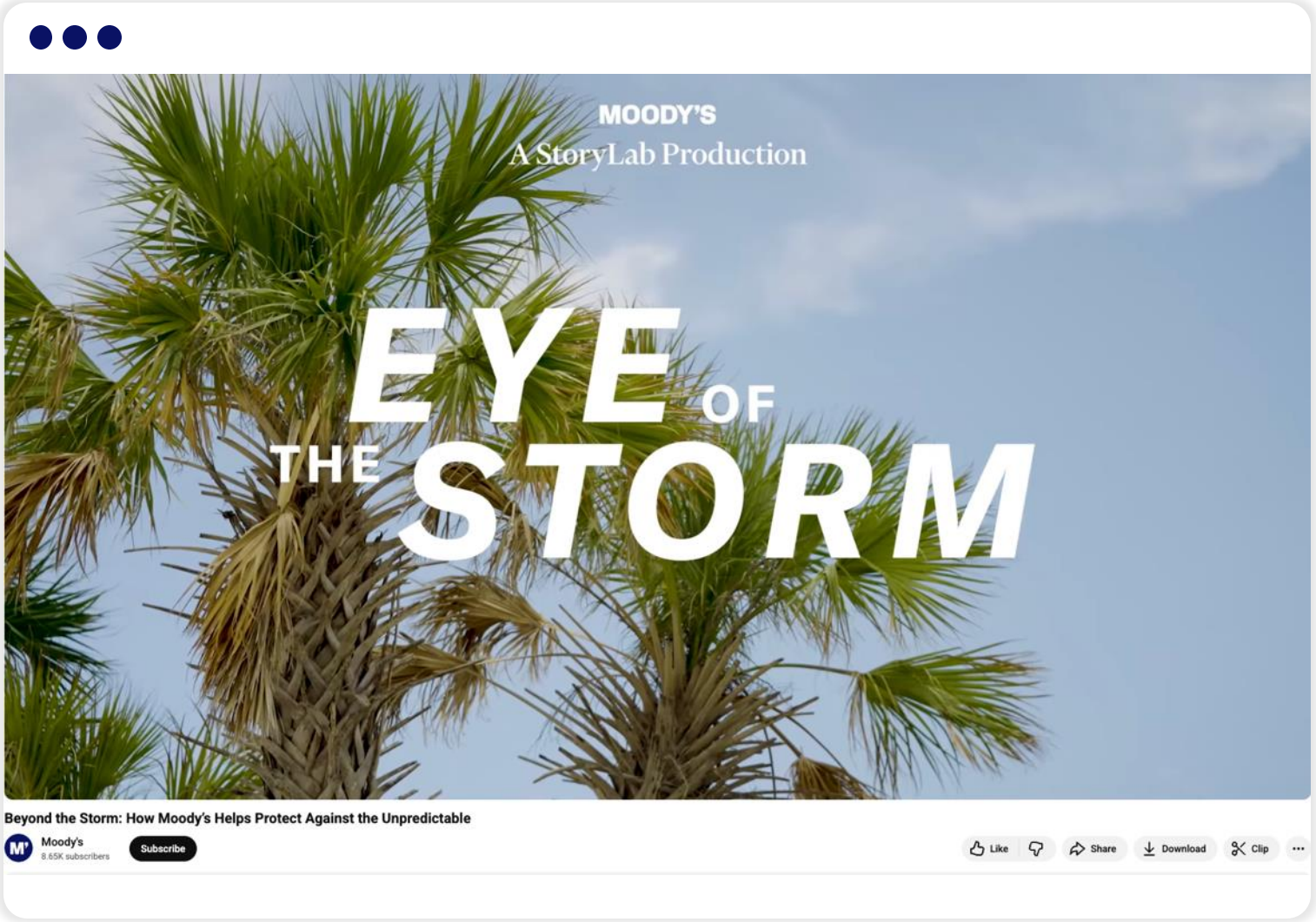
STRATEGY

Moody's set out to make a documentary that centers on the evolution of hurricane preparedness and insurance resilience in Florida. After catastrophic storms like Hurricane Andrew in 1992, stronger building codes and advances in catastrophe modeling transformed how insurers and communities manage risk. Catastrophe models—mathematical tools that quantify what’s at risk and estimate potential losses—help the industry understand “unknown unknowns” and prepare for extreme events. Institutions like the Insurance Institute for Business & Home Safety (IBHS) now simulate full-scale hurricanes and wildfires to translate science into real-world resilience.

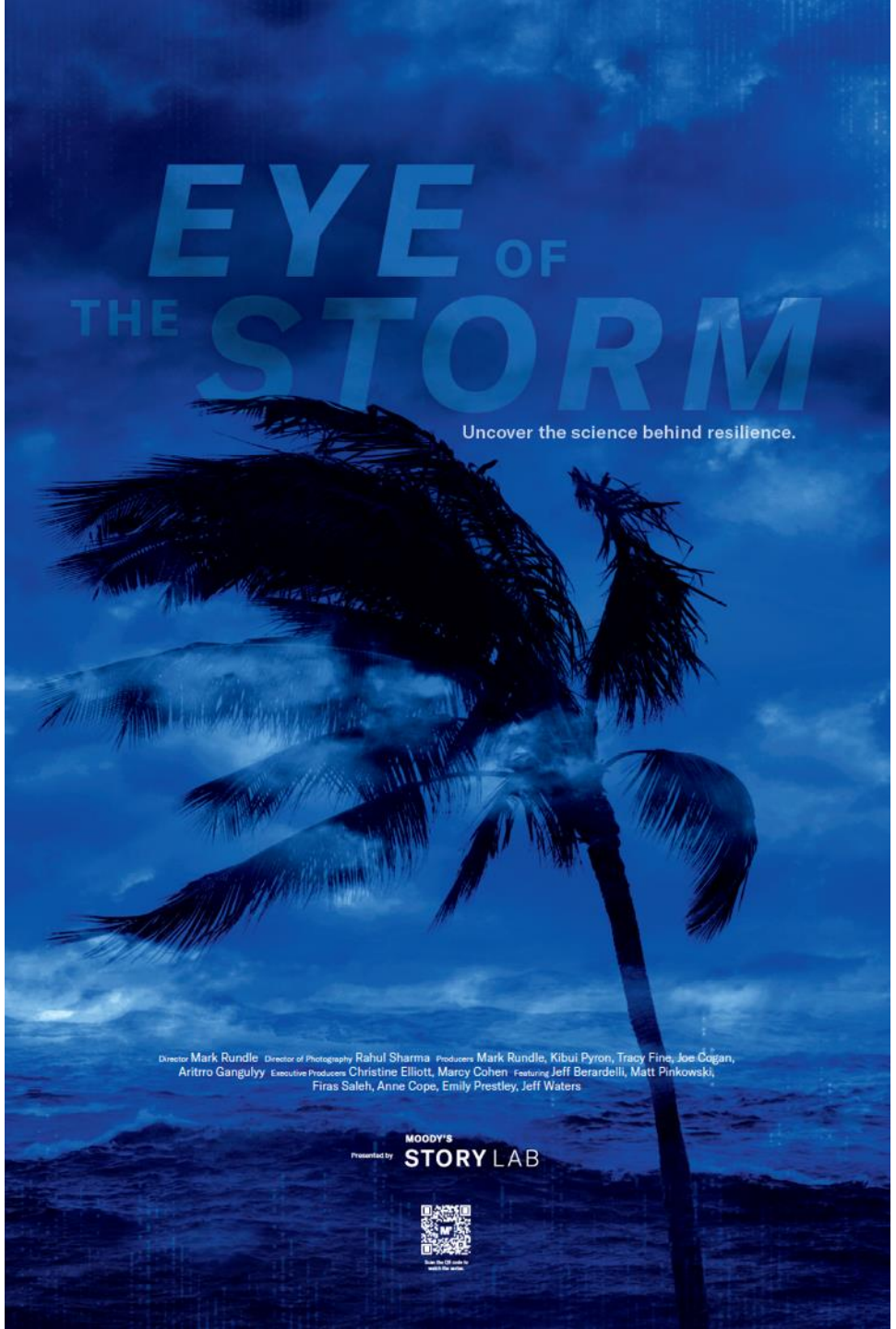
RESULTS

- → 2,250+ visits to the Eye of the Storm landing page
- → 185k+ views on paid trailers and social media clips on LinkedIn and YouTube





Communities are under pressure as the threat of extreme weather events grows. But catastrophe modeling and property analytics have the potential to save lives and reduce losses through advanced data collection and analysis. In Moody's latest StoryLab short film, explore how Moody's delivers insights about catastrophic events to inform real-world strategies for alleviating disaster. #eyeofthestorm #hurricaneseason #floridahurricane #catastrophemodeling


EYE OF THE STORM
Uncover the science behind resilience.
Director Mark Rundle Director of Photography Rahul Sharma Producers Mark Rundle, Kibui Pyron, Tracy Fine, Joe Cogan, Aritrro Gangulyy Executive Producers Christine Elliott, Marcy Cohen Featuring Jeff Berardelli, Matt Pinkowski, Firas Saleh, Anne Cope, Emily Prestley, Jeff Waters
Presented by MOODY'S STORY LAB

Catastrophe risk insights

Not only are catastrophes becoming increasingly frequent and severe, their impact can trigger a cascade of interconnected risks. Delve into Moody's latest insights on recent catastrophic events.

Story Lab | The Eye of the Storm

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The Eye of the Storm walks us through Tampa, Florida, to explore how the one-two punch of hurricanes Helene and Milton last year reshaped the region – and how the lessons learned from Hurricane Andrew over 30 years ago have driven innovation in the insurance industry in the form of advanced catastrophe modeling and property analytics. We examine how these solutions are improving the resilience of our communities and economy to extreme weather events while we prepare for the next major storm.

Thank you

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