Do’s and Don’ts when referencing Gartner
Peer Insights
Customers’ Choice and Voice of the Customer

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Customers’ Choice
Checklist for promoting Customers’ Choice

- Use plural possessive:
  - ✓ “Customers’ Choice”
  - ✗ “Customer's Choice”
  - ✗ “Customer Choice”

- Position it as a noun:
  “See why we were named a 2020 Customers’ Choice for #market? #GartnerPeerInsights”

- Use the required disclaimer:
  Gartner Peer Insights Customers’ Choice constitute the subjective opinions of individual end-user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Gartner or its affiliates.
Checklist for promoting Customers’ Choice (cont.)

- Do not describe Customers’ Choice in any way that implies it is:
  1. A Gartner award
  2. Based on expert (analyst) opinion
  3. Something vendors can “win”

- Use “neutral” language that implies it is based on peer-sourced reviews and ratings

- Avoid these words/phrases (or anything that implies something similar):
  1. Achieve
  2. Awards
  3. Designees
  4. Gartner experts named Customers’ Choice vendors
  5. Gold standard
  6. Peer approved
  7. Recipient
  8. Stamp of approval
  9. Winners

- Approved words/phrases:
  1. Distinction
  2. Peer-recognized
  3. Recognition
  4. Reviewed by customers on Gartner Peer Insights
Badges, logos, and images

- Avoid images that imply Customers’ Choice is an award or is based on expert (analyst) opinion.

**Examples:**

- Certificate
- Trophy
- Medal
- Podium
- Medal
Badges and logos

Use these approved logos and badges to increase consistency in the brand, together with each required disclaimer. Note that you do not have to use a logo or a badge, and may use 2 together.

Gartner Peer Insights logo:

Customers’ Choice badge:

Disclaimer: The Gartner Peer Insights Logo is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. Gartner Peer Insights reviews constitute the subjective opinions of individual end users based on their own experiences and do not represent the views of Gartner or its affiliates.

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Badges and logos (cont.)

You may **combine** the disclaimers if you use 2 trademarks at once, such as:

![Gartner Peer Insights Logo](image)

![Gartner Peer Insights Customers’ Choice badge](image)

**Disclaimer:** The Gartner Peer Insights Logo and Gartner Peer Insights Customers’ Choice badge are trademarks and service marks of Gartner, Inc., and/or its affiliates, and are used herein with permission. All rights reserved. Gartner Peer Insights Customers’ Choice constitute the subjective opinions of individual end-user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Gartner or its affiliates.
Voice of the Customer
Checklist for promoting Voice of the Customer

- Use the full report title, with proper punctuation:
  - ✔ “Gartner Peer Insights ‘Voice of the Customer’: [market]”
  - ✗ “GPI”
  - ✗ “VOC”

- Place the month and publication year before the title:
  - “See why we were named a Customers’ Choice in the 2020 Gartner Peer Insights ‘Voice of the Customer’: [market]”
Checklist for promoting Voice of the Customer (cont.)

- Do not describe it in any way that implies it is:
  1. A Gartner award
  2. Based on expert (analyst) opinion
  3. Something vendors can “win”

- Use “neutral” language that implies that it is based on peer-sourced reviews and ratings

- Avoid these words/phrases (or anything that implies something similar):
  1. Achieve
  2. Awards
  3. Designees
  4. Gartner experts named vendors in the Customers’ Choice zone
  5. Gold standard
  6. Leader(s)
  7. Peer approved
  8. Recipient
  9. Stamp of approval
  10. Winners

- Approved words/phrases:
  1. Distinction
  2. Peer-recognized
  3. Recognition
  4. Reviewed by customers on Gartner Peer Insights
Badges, logos, and images

- Avoid images that imply positioning is an award or is based on expert (analyst) opinion.

**Examples:**

- [Certificate icon]
- [Cup icon]
- [Medal icon]
- [Podium icon]
- [Medal ribbon icon]
Voice of the Customer graphic

- If you have a reprint for the report, you may use the Voice of the Customer graphic in:
  1. Homepage banners
  2. Registration webpages
  3. Blogs
  4. E-newsletters and other social media
  5. Videos
  6. PPT presentations.
Voice of the Customer graphic

Avoid changing anything about the published Voice of the Customer graphic.

- The graphic used must **match** the published version, without any alterations.
- Don’t **highlight** your specific positioning – that could give the appearance of an endorsement.

Avoid

![Avoid Diagram]

Use

![Use Diagram]

Include attribution and the required disclaimer: Gartner Peer Insights ‘Voice of the Customer’: [market].
Thank you!