

GARTNER MEDIA PRODUCTS

Through audio, video, print and digital formats, Gartner Media Products help you leverage the power of the Gartner brand. With indispensable insight and integrity, you can build awareness, generate leads and boost your marketing campaigns with authoritative, trusted thought leadership.



GARTNER CUSTOM MULTIMEDIA PROGRAMS

Standing out from your crowd of competitors is a constant challenge. But when you're trying to gain market share, it all comes down to you vs. them. How do you differentiate yourself? With Gartner Custom Multimedia, you'll be producing a different kind of campaign. Video and audio replace lackluster brochures and presentations that can fall short at capturing your audience's attention. With exciting deliverables that are designed to start a conversation, the multimedia format gets customers and prospects engaged. And by linking your value proposition with the power of Gartner, you can take your messaging to a higher level.

MAKING MARKETING MATTER

In today's world, budgets are scrutinized and ROI is a mandate. When it comes to marketing spend, you need to prove value. That's why it's important to choose the right methods for message delivery. Using the wrong vehicle may not get you the right response. Stop the marketing and your customer may not know that you're still there.

Gartner Multimedia Programs help you produce results by increasing your credibility and educating your customer. Using high-impact audio and video formats, the combination of brand promotion, marketing messages and client testimonials tied to trusted Gartner research delivers a punch of power that gets results.

SEIZE MARKET ADVANTAGE

Building a reputation as a trusted strategic advisor is paramount to developing loyal customer relationships. Gartner Custom Multimedia Programs help position your company as a thought leader.

- Develop unique, high-quality marketing vehicles based on presentations by Gartner analysts, your company's internal experts and client testimonials.
- Develop or strengthen business relationships by providing the objective insights prospects and clients need to make critical business decisions that help them achieve success.
- Focus on strategy and improve efficiencies by outsourcing the development of your marketing programs to the experienced Gartner production team.
- Enhance credibility by partnering with Gartner, the most trusted name in technology research and analysis.

Your multimedia program can be incorporated into a variety of marketing tools:

- Stand-alone, lead-generating webcasts
- Sales presentations
- Client and prospect meetings
- Leave-behind collateral
- Direct mail pieces and e-mail marketing campaigns
- Attendee education efforts at events or road shows

From a marketing perspective, there is nothing more powerful than having your message go viral. Take advantage of today's social networking opportunities with vehicles that promote brand awareness, pique interest and make prospects want to learn more.

To view samples of Gartner Multimedia programs, go to itbriefingcenter.com.

HOW DOES THE PROGRAM WORK?

Base Package

There are two standard options for delivery:

- Video format
- Audio and PowerPoint format

Select the option that best suits your needs. The base package program includes two speakers (Gartner analyst and client executive), end-to-end production, a 12-month license for use via webcast, and a master CD of the content to use offline. You can also include more speakers (customers or partners) in the program for additional fees.

Add-on Packages

Standard Exposure Package

- Guaranteed global leads with registration and reporting services

North American Exposure Package

- Guaranteed North America-only leads with registration and reporting services

Targeted Exposure Package

- Guaranteed targeted leads with registration and reporting services
- Choose either industry coverage such as healthcare or government, or geographical coverage such as Europe

Contact your account executive for the most current listing of available industries and geographies.

Benefit From World-Class Research

Your multimedia programs will feature targeted content from Gartner analysts on the IT topic of your choice.

- Gartner analysts average 12 years of experience in their specific fields and are in constant contact with thousands of IT professionals.
- Gartner research and insight are recognized and trusted at board and executive levels in companies around the globe.

LEAVE THE LOGISTICS TO GARTNER

Let Gartner handle the time-consuming production process while you focus on strategy. A dedicated Gartner producer will work closely with you to:

- Manage the entire production, from vision to content creation through delivery
- Create questions and conduct interviews with Gartner analysts, your subject-matter experts and your customers
- Edit content and coordinate the approval process
- Deliver customer-ready final products
- Oversee promotional campaigns through our add-on exposure packages

For more information, visit gartner.com, contact your account executive or e-mail mediaproducts@gartner.com.