



« Augure is a central, collaborative tool »

CANAL+

Régine Billot
Programme Communication Manager

1. Could you give us a brief presentation of the Communication Department at Canal+?

Régine Billot : Press relations for the Canal+ group includes programme-related publicity and institutional publicity. As part of our press relations work, we need to simultaneously manage 2 types of activities:

- Representing the 20 or so channels covered by the group's brands and highlighting the themes conveyed by these channels in addition to their flagship programmes (films, sport, general entertainment, etc).
- Boosting the profile and visibility of the celebrities involved in them.

2. In 2006, you chose to adopt the Augure solution. Could you explain what you were expecting from the product ?

R.B. : The communication teams worked on a daily basis with a press file management tool which didn't really meet their needs from either a functional or technical viewpoint. Our users in the Communication Department were demanding a user-friendly and upgradable tool.

3. And today, after using the system for almost 2 years, what's the verdict ?

R.B. : Many things changed for us when we selected the Augure solution. Apart from the impact in terms of efficiency and simplification, the overall "decompartmentalisation" it ushered in has resulted in the pooling of data, which today enables us to share information (such as journalist databases and engagement history, etc). However, the deployment of a database updated on a daily basis (for both contacts and organisations) and which is shared by everyone also requires common user rules. In this particular area, Augure's help and advice have been extremely useful. Today, Augure is a genuine communication tool for improving the Canal+ group's press relations: a central and collaborative tool enabling us to simply and effectively carry out press relations activities with all the stakeholders involved while also guaranteeing systematic traceability. Although it can be difficult to precisely measure the benefits, Augure has certainly contributed to generating greater press coverage.

AUGURE AT CANAL+

- 33 daily users of the Augure Press Relations Solution
- 7 daily users of the Augure Public Relations Solution
- A solution used since 2006

About Augure

Founded in 2002, Augure is the publisher of the leading global ERM (Enterprise Reputation Management) solution. The collaborative solution offered by Augure in SaaS mode is oriented towards communications directors, public affairs and marketing teams of large enterprises. It includes a monitoring service for key stakeholders (political leaders, journalists, experts, bloggers, NGOs, etc.) with online and offline sources (written press, radio, TV, internet media, blogs, forums, social networks) in 24 languages. An operational management suite is also available for the analysis of communication actions and your reputation. Augure's solution is used daily by over 350 large companies in over 25 countries, including Nissan, HSBC, General Electric, Nestlé, Cartier, the European Parliament and the French Ministry of Foreign Affairs.

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