



« With Augure I can coordinate my activities wherever I may be »



Laurent Dupont
Press Department Manager

1. Could you tell us a little about Havas Sports & Entertainment and its press department?

Laurent Dupont : Havas Sports & Entertainment is a communication agency specialising in sports and entertainment, which is part of the Havas Media global media intelligence network. Havas Sports & Entertainment's overriding goal is to ensure that the brand enjoys a living presence in the day-to-day life of its targets according to their lifestyles and interests. We are constantly working to move companies away from the concept of advertising promises to one of a brand experience.

We contribute our expertise in the sport and entertainment fields for the benefit of our clients, providing them with a consultancy service in order to help them define an effective communication strategy meeting their needs. This can combine expertise in numerous fields including artistic design, media partnerships, events, public relations, studies or press relations.

I am the manager of Havas Sports & Entertainment's press relations department. My team and I have the task of designing tailored press strategies for our clients and supporting them with their publicity activities whether this is corporate, product or event-related. We chiefly work on sporting themes and are also developing our presence in the entertainment field (including culture, music, art and video games, etc.).

2. What influenced you to opt for a system like Augure?

L.D. : In all, 10 of us work in the press department. The team has grown, we are attracting more and more clients and the themes on which we work have become increasingly diversified.

As a result, we need to handle several projects at the same time which involves contacting journalists from a varied range of columns (related to our clients' business fields and the communication pitch involved).

What's more, the market is today being prospected by large numbers of press relations agencies. We are committed to being the best in the market which involves being very demanding at every stage. This means constantly improving our service levels for our clients and journalists. These aspects underpin our day-to-day work and Augure enables us to effectively coordinate all of the subjects we deal with each day.

We were looking for a system which would meet all of these requirements. We needed a solution which could be consulted by all members of the team and updated immediately to ensure that the information can be shared by, and accessible to everyone concerned. We also wanted to guarantee optimal coverage of our targets and to get the most from a journalists contact database with records updated daily.





“Augure has today become vital to our business and to meeting the needs of the market.”

3. How would you describe the benefits of using Augure for the Havas Sports & Entertainment press relations department?

L.D. : The first benefit I would mention is that this system now provides us with the possibility for genuine tracking and total visibility of the activities we carry out.

My colleagues also have the possibility of accessing all of this information and modifying it. The solution is an extremely interactive one, which definitely facilitates our internal communication.

The second benefit is that we now have data which is updated on a daily basis. When you're frequently sending out press releases, it's vital to have up-to-date contact files. What's more, we can easily track our relationship with our target groups as everything is memorised in Augure (including interviews and the sending out of press releases, etc). This provides us with a genuine historical database of our engagement.

The solution has also enabled us to work far more quickly as our work is better organised and the information is more precise and better structured.

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.

Finally, we regularly need to travel as part of our activities. As Augure is accessible via the Internet we can access information anywhere and at any time.

4. How has the solution been deployed within your team?

L.D. : Augure's teams visited our site to train us. Thanks to the telephone support service, we have always been able to obtain answers to our questions. Consequently the deployment of the solution was very fast and the team adapted to it very easily.

AUGURE AT HAVAS SPORTS & ENTERTAINMENT

- 5 daily users
- A solution which has been operational for more than 3 years now
- Press Relations Management solution

Contact

Augure
15 rue de la Baume
75008 Paris
+33 (0)1 70 98 24 00
info@augure.com
www.augure.com