



**allard**  **hervieu**  
communication

# communications



OUR PASSION

YOUR SUCCESS

OUR PASSION YOUR SUCCESS

Growing numbers of organizations are turning to public relations for support in their internal and external communications. With the exponential growth in delivery channels, getting the right message to the right public at the right time is an increasingly daunting task.

At Allard Hervieu Communication, our team of experienced public relations specialists uses a strategic approach linked directly to your specific objectives so everything we do for you – from one-off events to long-term projects – is always moving you in the right direction, getting you closer to where you want to be. With every word and at every step, we always try to exceed our clients' expectations.



# HOW we make a difference

## **Strategic consulting**

We are available anytime and anywhere to help you get your long-term vision down on paper – and to handle any communications need that comes up in a strategically sound and effective manner.

## **Strategic communications**

Just sending out press releases is no guarantee of success. The only way you can count on the coverage you want is to have a solid strategic communications plan that positions your company, project, product or idea in the manner you want it to be perceived. There's no other way to accurately define goals, channels and key messages that will help you engineer public opinion in your favour.

## **Market research and focus groups**

Before developing any effective communications plan, it's important to know how your target sees you now. You can count on Allard Hervieu

Communication for sound advice on opinion surveys and focus groups.

Our quantitative and qualitative analyses will allow you to better define your strategic needs and assess the potential or real impact of your project or campaign.

# image is everything



## Spokesperson training

Even with the most effective communications strategy and carefully crafted messages, your public relations may still prove inadequate if you don't feel at ease when giving interviews to the media. We can help you build your confidence by asking you the tough questions before you find yourself scrambling for answers on the 6 o'clock news.

## Press conferences

What are your key messages? Does the background visual show your organization in the most positive light? When is the best time to call the media in? If you don't have the right answers to these questions, give us a call.

## Media auditing and monitoring

Do you really know what people are saying about you in the media? Does the competition get better coverage? A media audit makes it easy for you to evaluate your current position on the media landscape and the impact your communications have on your positioning. It can also tell you where the competition is and where they are going. Media monitoring lets you survey the evolution of your organization and your sector of activity on an ongoing basis, providing valuable reference points and a veritable datamine of information.

## Media relations

Newsrooms are flooded with press releases day in and day out. Without meticulous follow-up, your media advisories and releases run a real risk of getting lost in the shuffle. You are better off knowing exactly who to send the material to – and what angle will grab their attention.



# The right prescription for healthcare communications

## **Stakeholder mapping**

Long before any product launch actually begins, a thorough analysis of the market environment must be carried out. Who are the leading physicians and key researchers? What relevant organizations currently exist and what are their missions? What role can you play in this community? What are patient needs? How should this category of medications be introduced to the media? Getting the right answers to these questions is key to positioning your product for a successful launch.

## **Targeted visibility programs**

Mass-media campaigns are often ineffective at reaching specific target groups. At Allard Hervieu Communication we overcome this problem using a unique formula that allows you to communicate directly with healthcare professionals and their patients. By developing initiatives that appeal to everyone in the target group, we are able to deliver turnkey programs that include such elements as multidisciplinary advisory committee coordination, strategic alliance development with hospitals and associations, and the custom development of information guides, promotional material and facilitator training.

## **Patient awareness programs**

When patients ask their doctors for a specific medication, they are nine times more likely to get that prescription. That's why we put so much effort into developing innovative strategies that will make your brand come to mind at prescribing time.

# Put our to work creative



## Copywriting

You can count on our creative development and communications skills for content that will make your material – press kits, speeches and brochures – call out for the kind of interest that generates the impact you're looking for.

## Graphic design

Our graphic designers have the proven talent and expertise to cost-effectively create just the right look or update your existing look with an image that not only conveys where you are today but where you're headed tomorrow.

## Special events

Whether you are holding a benefit evening for a chosen cause or honouring your employees or customers, how special your event turns out to be depends on how meticulously it is planned and executed. Planning and execution are two areas where every detail counts and where we can assist you in creating an event everyone will remember.

## Videos

When powerful words and powerful images combine, your message is bound to shine. From B-roll to corporate videos, you can count on our production expertise to see that script, cast and crew deliver the goods to get the job done right for you.

## Websites

The trick is to get them to ogle after they google. We keep them clicking (working alone or in collaboration with your webmaster) by making sure your site is structured for easy access with the kind of content your targets are looking for.



Our  
strengths

- Healthcare and pharmaceuticals
- Tourism and hotel industry
- Transportation
- Packaged goods
- Media
- Cause marketing
- Public affairs

Our  
recent clients

- Arura Pharma
- Balestra
- Big Brothers and Big Sisters of Québec
- Bombardier
- Bombardier Transportation
- Dubois & Associates Industrial Psychologists
- HematoMax
- Jewish General Hospital
- Old Montréal Business Development Corporation
- Proment
- Québec Alzheimer's Society
- Sainte-Justine University Hospital Centre
- Sharma Leadership International
- Tourisme Montréal
- Van de Water Raymond
- Zip.ca

## The AH! Team

Sophie Allard has been behind several award-winning public awareness campaigns and she has a way of finding concepts that make sure her clients get the attention they deserve with their key target markets.

Sophie has extensive experience in managing press conferences and media operations on a national scale, as well as in spokesperson training. She also develops websites that respect the communication objectives of her clients. Her marketing background includes consulting with a Boston-based image analysis firm for clients like Ernst & Young, Walt Disney and Coca Cola.

She has designed programs that communicate directly with patients and has developed training for hospital personnel to make sure patients are better informed. Her in-depth knowledge of pharmaceutical research is a major asset in finding solutions to compliance-related and health-service problems.

Sophie earned her bachelor's degree in communications and international business at Montréal's HEC and her master's degree in public relations and research at Boston University.

# Sophie

Allard



The AH!  
Team

# Marie-Françoise

Hervieu

Marie-Françoise Hervieu has made her mark in communications strategy and media relations, areas where her experience as a journalist and researcher with the news division of a major Canadian television network has certainly stood her in good stead.

Marie-Françoise is also well known for her media analysis skills, copywriting talents and magic touch when it comes to positioning. Her successful track record includes campaigns and projects in sectors as diverse as transportation, tourism, media, hotels, pulp and paper, petrochemicals, agri-food and packaged goods.

Marie-Françoise earned her bachelor's degree in sociology from the Université de Montréal and her master's degree in broadcast journalism from Boston University.



## The AH! Team

Daniel Larouche has been a major player in national and international public relations for many years. His name is synonymous with public relations in Québec and his client list reads like a *Who's Who* of Canadian business.

Daniel's specialties include communications strategies, financial communications and communications in highly sensitive situations – mergers, acquisitions, crises and bankruptcies. He is the official spokesperson of the Québec Association of Pharmacy Owners in their negotiations for direct payments with private and public insurers.

Daniel earned his bachelor's and master's degrees in economics from the University of Ottawa and his MBA in finance at Montréal's HEC. He has published numerous articles in newspapers and magazines, and is co-author of *Québec, un siècle d'électricité* and *Gestion et culture d'entreprise: le cheminement d'Hydro-Québec*.



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