Female Investors Make a Bid for The Weinstein Company

Thought Leadership and Advocacy PR

The Challenge: After disgraced movie producer Harvey Weinstein was ousted from his company, Maria Contreras-Sweet, a former cabinet official and head of the Small Business Administration under President Barack Obama, assembled a majority-female team of Hollywood heavyweights to make a bid for The Weinstein Company and rebrand it as a place that was welcoming to, and supportive of, women. TASC was brought on to generate excitement around the deal and cultivate support for it.

Our Strategy: TASC capitalized on the momentum of the Time’s Up and #MeToo movements, and made Contreras-Sweet and her team a symbol of hope and progress in the film industry’s treatment of women. TASC managed a huge volume of media requests for Contreras-Sweet and strategically released information on the deal to garner community interest and support from key decision makers. Several other groups were also in the running to secure a deal, and many details of negotiations could not be made public. TASC worked to ensure that outlets were accurately reporting on the details of Contreras-Sweet’s deal, the only one to save jobs, create a female-majority board of directors and create a $90 million compensation fund for Weinstein’s victims.

Results: Our work generated hundreds of media placements in national outlets including Variety, The Hollywood Reporter, The New York Times, ABC News, CNBC, Yahoo! Finance, CNN Money, The Los Angeles Times, The Wall Street Journal, Refinery29 and dozens more, which turned the tide in Contreras-Sweet’s favor with The Weinstein Company’s board of directors. Although the deal was ultimately not completed, our work helped Contreras-Sweet enter into exclusive negotiations with the company, and proved that women could have a seat at the table at a crucial time in history. Our work also elevated Contreras-Sweet as a thought leader on women in the workplace, and coverage of her bid inspired women around the globe to believe that change is happening.