Together Films and Women and Hollywood are creating a transatlantic partnership, Women Together, to give visibility to women created and women centric content.
“A film doesn’t exist until an audience has seen it”

The Together Films motto
This is an unique partnership that connects two companies with vast expertise in these areas.

Over the last 13 years, **Women and Hollywood** has created a community of people dedicated to supporting content created by and about women, while **Together Films** is a leading marketing, distribution and data firm with a strong emphasis on impact content.
Whether you want a closed ‘influencer’ screening, an online outreach campaign for your opening weekend and release or a curated post-show Q&A, we can work with your project in a variety of ways to increase visibility, viability, impact and traffic.

Our criteria - to promote content by and/or about women for everyone.
THE DETAILS

#WomenTogether
PROJECTS

We will work on films, TV shows and specials. The projects will need to meet the following criteria:

● Films must be **Feature length** or **Series**.
● All content must be directed or co-directed by a person who identifies as a woman OR the content must be about women or girls.
● Content can be **documentary or narrative**.
PACKAGES

Women Together can organize the following:

- Closed, pre-release “influencer screenings” to help generate word of mouth, press interest and help promote the title or issue.
- **Opening Weekend** screenings and post-show events to drive interest and virtual box office for public audiences. Ongoing events throughout the run as requested.
- **Awards campaign screenings** to drive conversation with key stakeholders.

Our price quotes are unique to each project. We would love to speak to you in more detail about your project needs and will then provide you with a detailed quote.

Please note that Women and Hollywood will be transparent that it is working with clients in a paid capacity.
VIRTUAL PLATFORM

- Depending on your needs, we can either direct to events on your platform or we can set up and curate an online event on our own platform.
- These online events we set up can be branded however necessary, including logos and brand colours.
OUR EXPERTISE

#WomenTogether
Women and Hollywood educates, advocates, and agitates for gender diversity and inclusion in Hollywood and the global film industry.

The site was founded in 2007 by Melissa Silverstein.
ONLINE COMMUNITY

477,245 Website users
535,000 Website page views
4,400 Weekly Newsletter
218,100 Reach
15,000,061 impressions
3,600 Total followers
68,600 Total followers
20,300 Impressions

Numbers from Nov 2019 - March 2020
LADYBIRD (A24)

Women and Hollywood worked alongside A24 on an outreach campaign for *Ladybird*:

- Created outreach campaign using social platforms to amplify word of mouth
- Created an outreach list including a variety of women’s organisations in select cities.
- Screenings in NY and LA focused on influencers and people affiliated with women’s issues.
- Q&A with Greta Gerwig following NY screening.
LADYBIRD // RESULTS

- **Facebook**: Six posts to Women & Hollywood’s Facebook; two paid posts and four organic = **14,500 reach and 805 link clicks**.

- **Instagram**: Nine posts on stories and two on feed = **2,800 impressions, 1,200 reach, 105 engagements, 84 clicks, 10 comments**.

- **Twitter**: Campaign across Melissa Silverstein’s & Women and Hollywood’s channels; **140,000 impressions overall**.
YOU WERE NEVER REALLY HERE (Amazon)

Women and Hollywood worked alongside Amazon on an outreach campaign for *You Were Never Really Here*:

- Created a campaign targeted towards Women and Hollywood’s community for a pre-release New York screening.
- Created outreach campaign using social platforms to amplify word of mouth
YOU WERE NEVER REALLY HERE // RESULTS

- **115 people** at pre-release NY screening (full house).

- **Facebook:** 3 organic posts = 1,400 impressions and 180 engagements.

- **Instagram:** Nine instagram stories = 2,500 total impressions, 1,800 total reach.

- **Twitter:** organic posts across Women & Hollywood and Melissa Silverstein’s channels.
“Your support made a great difference. It’s the best opening Lynne has had in the U.S. and we’re thrilled...”

**Bob Berney**
Former Head of Marketing & Distribution, Original Movies | Amazon Studios
Together Films consists of a dedicated team of marketing & distribution experts. They have worked at leading Film Funds, Film Festivals and produced award winning feature documentaries.

The team was nominated by Screen International for ‘Best Specialist Film Campaign’ for their work on the Oscar Shortlisted Unrest. They have a data driven audience engagement methodology to ensure that clients including the Human Rights Watch Film Festival and Patagonia see increases in their audience networks.

www.togetherfilms.org
PAST FILM CAMPAIGNS INCLUDE
Since the COVID-19 outbreak Together Films have been at the forefront of the conversations on digital transformations and have become experts at online campaigns.

- They launched a #DigitalPerspectives webinar to discuss the rise of ‘Virtual Screening’ opportunities, which has featured speakers from across the industry and given valuable advice to over 1,000 organisations including Sundance, BAFTA, BFI & International Documentary Association

- They are currently helping the Human Rights Watch Film Festival migrate to a digital offering, and advising multiple distributors, exhibitors and filmmakers on their routes to market in an online world.
Virtual Projects
#StayHomeWatchTogether

Together Films worked alongside a dedicated group of impact producers, distributors and filmmakers to launch this initiative in response to COVID-19

- 20 films over 18 days
- Curated a schedule of daily screenings and online activities, such as Q&As and panels with film directors and producers featuring 50+ speakers.
- Ran tech for the initiative across a multitude of time zones & languages.
#StayHomeWatchTogether // RESULTS

From concept to launch in 10 days, Together Films achieved:

- Nearly **20,000** unique website visits with $0 advertising spend.
- Audience members from **47** different countries

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‘For Sama’, ‘The Edge Of Democracy’ Filmmakers To Take Part In Online Screenings For #StayHomeWatchTogether Campaign
TAPE (Virtual Premiere)

TAPE was due to open at Village East (NYC) and Laemmle Monica (LA) in late March. However, due to Covid-19, it had to shift to a Virtual Premiere experience.

- Together Films (originally hired to consult on their impact campaign) extended their brief to deliver the digital transformation of the release.
- TAPE was one of the small handful of films that pivoted to a ‘Virtual Theatrical’ in that first week, and received increased press attention from Deadline and others.
- Post screening speakers included Abigail Breslin and Roxane Gay.
Ready to work together?

Melissa@WomenandHollywood.com

WomenTogether@TogetherFilms.org

#WomenTogether