

# CORPORATE BRAND MANAGEMENT AND REPUTATION

---

## MASTER CASES

---



### IS MARTIN TIMELL TV4'S OWN HARVEY WEINSTEIN?

How to save your brand's reputation in a crisis  
associated with a social movement

*By:*

*Rebecka Höjgård Hansen*

*Monika Kubiak*

*Elvira Zetterberg*

First Edition  
Student Case Papers

# 2018

## **Corporate Brand Management and Reputation: Master's Cases**

The "Corporate Brand Management and Reputation: Master's cases" is a case series for applying the case method of teaching and learning in higher education. The cases are relevant to brand strategists in private and public sector organizations, as well as academics and students at universities, business schools, and executive education.

The cases are written by groups of master's students as a course project. The specially developed case format is defined as: *"A management decision case describes a real business situation leading up to a question(s) that requires assessment, analysis, and a decision reached by discussion in class. The alternative approaches and recommendations from the class discussion are followed by a description of the choices made by the case company. This description is then discussed by the class."*

The student groups select the topics of their case providing updated and relevant insights into the corporate brand management. The cases can be used as "written cases" (handed out and read in advance, later to be discussed in class) and/or as "live case" (presented by the teacher following a discussion in class). Each case includes teaching notes, visuals with speaker's notes, learning objectives, board plans, and references.

The mission of the series is *"to develop cases for discussion providing insights into the theory and practice of corporate brand management and reputation, with the intent of bridging the gap between academic teaching and managerial practice."*

The series is a result of co-creation between students and teachers at the elective course Corporate Brand Management (BUSN35 – five-credit course/eight-week half-time studies), part of the master's program International Marketing and Brand Management at Lund School of Economics and Management, Sweden. The cases represent the result of the intellectual work of students under the supervision of the head of course.

Although based on real events and despite references to actual companies, the cases are solely intended to be a basis for class discussion, not as an endorsement, a source of primary data, or an illustration of effective or ineffective management. The cases are free to be used and are to be cited following international conventions.

### **Editor**

Mats Urde  
Associate Professor  
mats.urde@fek.lu.se

Head of master's course Corporate Brand Management (BUSN35), part of the master's program International Marketing and Brand Management.  
Lund School of Economics and Management

# **Is Martin Timell TV4's own Harvey Weinstein?**

How to save your brand's reputation in a crisis associated with a social movement

---

## **WRITTEN CASE**

---

---

The authors prepared this case solely as a basis for class discussion and not as an endorsement, a source of primary data, or an illustration of effective or ineffective management. Although based on real events and despite occasional references to actual companies, this case is fictitious and any resemblance to actual persons or entities is coincidental.

## MANAGEMENT DECISION CASE

24 - 2018

MARCH 14, 2018

GROUP NUMBER: 24

REBECCA HÖJGÅRD HANSEN

MONIKA KUBIAK

ELVIRA ZETTERBERG

# Is Martin Timell TV4's own Harvey Weinstein?

Recently, the TV4 Group was going through a crisis that was directly linked to the widely bespoken and worldwide Me too movement. The crisis put the whole management team into a difficult situation where important actions needed to be undertaken in order to encounter the crisis. To understand the TV4 Group's crisis and its connection to the worldwide Me too movement, two separate timelines will be presented below.

## Me too Timeline

*2007*

Tarana Burke is the name of an American black activist who created the first Me too campaign against sexual assault. The campaign was created after a conversation with a girl who told Burke about her experiences of being a victim of abuse. Even though Burke had gone through the same thing, the response "me too" did not come out of her. This happening gave her a wake-up call and she begged people to start sharing their stories.

*2017*

Ten years later, the New York Times published a detailed article about American film producer Harvey Weinstein where decades of allegations of sexual harassments against him was stated. The allegations were made by a variety of famous actresses in Hollywood who argued that Weinstein offered to help them with their careers if they gave him sexual favours in return. Shortly after the article was published, more and more women stepped forward and talked about their experiences with Weinstein. Today, over 50 women in Hollywood have made accusations against Weinstein, and the number continues to grow.

At this time, the famous actress Alyssa Milano decided to make a change after being assaulted and harassed more times than she could even remember. In order to make a change, she made a tweet and asked her 3, 25 million followers on Twitter to retweet or reply if they had ever experienced sexual harassments or assaults in their life.

*“Suggested by a friend: If all the women who have been sexually harassed or assaulted wrote 'Me too' as a status, we might get a sense of the magnitude of the problem”<sup>1</sup>.*

As a result of women actresses coming forward and talking about their own experiences with Weinstein, women are finally being heard all over the world. After Milano posted the tweet, it went viral with 17 000 retweets made within a day and at most, the hashtag #metoo was tweeted four times per second worldwide.

Burke's idea behind the campaign was to empower women through empathy and letting women know that they are not alone with their experiences and their journey to recovery. Today, the purpose of the Me too movement is to gather all survivors with different life backgrounds into one community in order for conversations concerning sexual abuse to become mainstream. By doing so, the enormous breadth of sexual violence and its impact on women are highlighted. A community that allow a discussion regarding sexual violence helps people to learn how significant this issue really is.

## Me too movement reaches TV4

It did not take long for the Me too movement to reach Sweden as well. Swedish celebrities were fast to jump on the train and tell the world about their own experiences of sexual harassments and assaults. One of the Swedish celebrities who told her story was an employee at the largest television channels in Sweden, TV4.

### *TV4 and Äntligen Hemma*

TV4 is owned by the media corporate group “TV4 Group” who in return is owned by Bonnier (**see Exhibit 1**). TV4 is one of Sweden's most liked TV channels that offers many family-oriented programmes that the Swedes look on together when they have “family time” or “Fredagsmys”. Hence, TV4 is a television channel that most Swedes have very positive associations to.

One of TV4's programmes is called *Äntligen Hemma* (Finally Home), which is a building and interior programme, where the hosts show how you can build and decorate your home in a cost-effective way. The programme is one of Sweden's favourite shows which has runned for over 20 years on TV4.

---

<sup>1</sup> Milano, 2017

Over time, the show has had over one million viewers per episode (32.5 percent) to approximately 500 000 viewers per episode in 2016. The revenues from the advertisement is around 2 million Swedish krona per episode which gave TV4 60 million krona per year in revenue (see Exhibit 2).

### *Martin Timell*

In 2017, one of *Äntligen Hemma*'s hosts Lulu Carter accused her co-worker Martin Timell of sexual harassments at work. Timell is the main host and the face of *Äntligen Hemma*. Timell has worked on the channel since 1996 and is one of Sweden's most beloved TV-personalities. Over the years, Timell has participated in a lot of different TV shows that have included everything from kid shows to cooking shows. Timell has always portrayed himself to the audience as being a loving, fun and handy family man which has been appreciated by the Swedish audience.

Due to Timell being one of Sweden's most beloved TV-personalities, the happening shocked the whole Swedish nation and put the TV4 Group under pressure. Many questions were raised within the TV4 Group as well as externally by the public. What is going to happen next? What are the actions that needs to be undertaken in order to solve the problem? In the next section, this major incident will be further described in detail.

## TV4 Group Timeline

### *13 October 2017*

Lulu Carter shares a photo on her Instagram account which portrays her co-star Martin Timell next to Harvey Weinstein (see Exhibit 3). The picture is captured; *Timell= Tv4's own Harvey Weinstein*. This short but extremely powerful sentence is the start on what could be one of the biggest scandals in Swedish TV-history.

### *17 October 2017*

The first episode of Season 48 of *Äntligen Hemma* airs. Furthermore, another of Timell's co-workers accuse him of sexual harassment on another TV show called *Deal or no deal*. After this happening, accusations of sexism, racism, bullying and homophobia are described to reflect the working environment on production of *Äntligen Hemma* due to Timell.

19 October 2017

A former assistant on the set of *Äntligen Hemma* accuses Timell of sexual harassment and rape at an after party with employees of the show on *Äntligen Hemma*. This harassment goes back to as early as 2008. The woman accusing Timell of rape claims that she had told the executives of the TV4 Group about the incident, but believes that they were not supportive enough. The TV4 Group claims that she did not want to file a police report, even though she wanted to. Hence, she argues that the TV4 Group lies. The same day, another famous TV personality on TV4 Group commands the company to perform an internal investigation.

20 October 2017

Timell admits in an interview with TV4 news that he has misbehaved in the production of *Äntligen Hemma*. Timell admits to the accusations of making inappropriate jokes in a sexual, homophobic and racist manner. Timell says that he has first now realized that this kind of behaviour is not acceptable and that he has sought help in order to prevent such behaviour in the future. When it comes to the accusation of misbehaving against women, Timell refuses to add further comments.

Later that day, Lulu Carter tells her story to the press. In an interview with the Swedish newspaper *Aftonbladet*, Carter tells her story about the sexual oppression that she has been going through during her cooperation with Timell. Carter explains that the whole story began during the second recording of *Äntligen Hemma* when Timell turned to her in an elevator, pushed her towards the wall and took her on her breasts while saying; *These two are jewellery, these will generate a lot of views*<sup>2</sup>. To continue, Carter describes that she was afraid of Timell since the power was in his hands. After the elevator incident, her colleagues believed that Timell had the right to touch her however he would like to during the upcoming production period. Timell's bad behaviour started to escalate when he started to call her frequently and send improper pictures and videos of himself. Also, Carter explains that the production team including e.g. the cameramen and sound technicians, witnessed Timell's oppressive behaviour during the productions of *Äntligen Hemma*. Carter adds that the board of the TV4 Group was also aware of Timell's behaviour, but did not undertake any actions in order to stop it. Carter believes that the reason for keeping Timell was because he has always been one of TV4 Group's biggest "cash cows". After all, Carter believes that she was the one bearing the consequences of Timell's behaviour by being fired. Carter expresses the following regarding the executive board; *It's insane that adult people allow such behaviour. This merely indicates what a great respect one have towards him due to his power*<sup>3</sup>.

---

<sup>2</sup> Youtube, 2017

<sup>3</sup> Ibid

As of now, the TV4 Group stands in front of one of their biggest crisis ever. In only six days, one of their TV-channels TV4 has gone from being a trustworthy TV-channel with a good reputation, associated as family-oriented and having a successful show, to becoming a company with their reputation at risk. It is now your turn to take the role of the executive team of the TV4 Group.

**Should TV4 continue to air the TV-show *Äntligen Hemma* or not?**



## Reference list

Milano, A. (2017). Alyssa Milano, [Twitter]. Available from:  
[https://twitter.com/alyssa\\_milano](https://twitter.com/alyssa_milano) [Accessed 21 February 2018]

Youtube. (2017). Lulu Carter avslöjar Martin Timells sexuella kränkningar. [Online].  
Available at: <https://www.youtube.com/watch?v=O4E0dGInAVE> [Accessed 21  
February 2018]

## Exhibit 1 – Corporate group structure of Bonnier AB

| Bonnier AB                                      |   |  |   |  |  |   |  |
|---|---|--|---|--|--|---|--|
| Books<br>Head of Business Area:<br>Håkan Rudels | Broadcasting<br>Head of Business Area:<br>Cesten Almqvist | Business to<br>Business<br>Head of Business Area:<br>Karmo Kaas-Luhsberg | E-Commerce<br>Head of Business Area:<br>Johan Kleberg | Film Studios<br>Head of Business Area:<br>Ulrika Saxon | Magazines<br>Head of Business Area:<br>Lars Dahmén | News<br>Head of Business Area:<br>Anders Eriksson | Ventures<br>Head of Business Area:<br>Ulrika Saxon |
| Bonnierförlagen                                 | TV4 Group   | Bonnier<br>Business Press  | Adlibris Group  | SF Studios   | Bonnier<br>Corporation                             | Dagens<br>Nyheter                                 | Spoon  |
| Bonnier Books<br>Finland                        | MTV   | Børsen   |   |  | Bonnier<br>Publications                            | Expressen   | Bonnier Ventures<br>Portfolio                      |
| Bonnier Media<br>Deutschland                    | C More  |  |   |  | Bonnier<br>Magazines & Brands                      | Dagens<br>industri                                |  |
| Bonnier<br>Publishing                           |   |  |   |  |  | HD-Sydsvenskan                                    |  |
| Cappelen Damm<br>(50%)                          |   |  |   |  |  | Bonnier<br>Business Media                         |  |
| Bonnier Books<br>Polska                         |   |  |   |  |  | Bold Printing<br>Group                            |  |
| Akateeminen<br>Kirjakauppa                      |   |  |   |  |  |   |  |
| Pocket Shop                                     |   |  |   |  |  |   |  |
| BookBeat  |   |  |   |  |  |   |  |
| Bonnier Books<br>Nova                           |   |  |   |  |  |   |  |

**BONNIER**  
Updated in January 2018

## Exhibit 2 – Statistics about *Äntligen Hemma*

| ÄNTLIGEN HEMMA                        |                   |
|---------------------------------------|-------------------|
| Years of running                      | 20                |
| Viewers per show as best              | 1000 000 (32.5 %) |
| Viewers per show 2016                 | 500 000           |
| Revenues from advertising per episode | 2 000 000 SEK     |
| Revenues from advertising per season  | 60 000 000 SEK    |

### Exhibit 3 – Instagram post accusing Martin Timell

