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CONSULTING, LLC

CASE STUDY

COTTON FEVER

*Building the Right Narrative
Before the First Review Was
Written*





THE OPPORTUNITY

From our earliest conversations with the filmmakers, we knew COTTON FEVER had the potential to be something audiences wouldn't expect.

While the film centers on addiction and recovery, it was never intended to be viewed solely through that lens. At its core, it's a tense, emotionally charged dramatic thriller with multiple interconnected storylines.

OUR GOAL WAS SIMPLE

Make sure the industry understood what the film really was before anyone saw it.

STARTING EARLY MATTERS

Rather than waiting until the Tribeca announcement, we began working with the filmmakers well in advance of the festival.

Every synopsis, talking point, interview, and media pitch reinforced that positioning.

TOGETHER, WE POSITIONED THE FILM AS

- 01** A dramatic thriller

- 02** An ensemble story driven by suspense and emotion

- 03** A film with strong performances and striking visual storytelling

- 04** More than simply a story about addiction

OUR APPROACH

One consistent narrative across every media opportunity.

MESSAGING

- Refined synopsis and logline
- Director and cast talking points
- Interview preparation
- Press materials

MEDIA STRATEGY

- Entertainment trades
- Festival press
- Independent film critics
- Rotten Tomatoes critics
- Awards coverage

The objective wasn't simply to generate coverage.

It was to shape how critics and journalists approached the film before they ever hit play.

FESTIVAL RESULTS

The strategy paid off.



Founders Award

BEST U.S. NARRATIVE FEATURE



Best Cinematography

U.S. NARRATIVE FEATURE

Awarded to Tom Acton Fitzgerald

MEDIA RESULTS

38

TOTAL PRESS HITS

19

PUBLISHED REVIEWS

16

POSITIVE REVIEWS

9

CERTIFIED ROTTEN
TOMATOES CRITICS



16 of 19 published reviews

COVERAGE INCLUDED

EDITORIAL COVERAGE · 8

Deadline

IndieWire

Variety

Vulture

The Hollywood
Reporter

The Wrap

NPR Weekend All
Things Considered

The Criterion
Collection

REVIEWS · 9

The Hollywood News

Spectrum Culture

Screen Anarchy

The Aisle Seat

The AU Review

Unseen Films

Filmhounds

Reel News Daily

Culture Mix

WHY THIS CAMPAIGN WORKED

Publicity doesn't begin when a film premieres.

It begins with defining how the film should be introduced to the marketplace.



We worked with the filmmakers early.



We established a clear identity for COTTON FEVER before reviews started coming in.



That consistency carried through every interview, every review, and every story written about the film.

TAKEAWAY

One of the biggest lessons from this campaign is that

**positioning isn't something you
figure out during a festival.
It starts months earlier.**

ALIGNED FROM THE START

When filmmakers, publicists, and the creative team are aligned from the beginning, every piece of coverage reinforces the same story—and that can have a meaningful impact on how a film is received.

BY THE NUMBERS

Founders Award

Best U.S. Narrative Feature



Best Cinematography

U.S. Narrative Feature



38

Earned Media Placements



19

Reviews



16

Positive Reviews



9

Certified Rotten Tomatoes Critics



Great publicity isn't just about getting coverage. It's about helping people understand the film you're asking them to watch.