



PUBLICITY CAMPAIGN FOR “DARK MATCH” PREMIERE ON SHUDDER

OVERVIEW

Lee Meltzer Consulting led a cross-platform publicity campaign for Shudder’s **wrestling-horror** feature **DARK MATCH** (dir. **Lowell Dean**; starring **Chris Jericho**), uniting horror, wrestling, and mainstream audiences through exclusive trailer drops, talent interviews, and broadcast integration — driving sustained visibility from **October 2024 through February 2025**.

RESULTS SUMMARY

- **109 total press hits** generating over **260M media impressions** across major outlets including *USA TODAY*, *The Guardian*, *TV Insider*, *ScreenRant*, *FANGORIA*, and *Sports Illustrated*.
- **Broadcast spotlight:** *AEW Dynamite* (TBS) trailer play reaching **~604K live viewers**.
- **Critical momentum:** secured **27** verified reviews

TAKEAWAY

The **DARK MATCH** rollout proved that a **360° integrated publicity strategy**—anchored in broadcast visibility, social amplification, and cross-vertical press—can transform a niche horror release into a **mainstream cultural event**, positioning Shudder’s title as a standout success of early 2025.