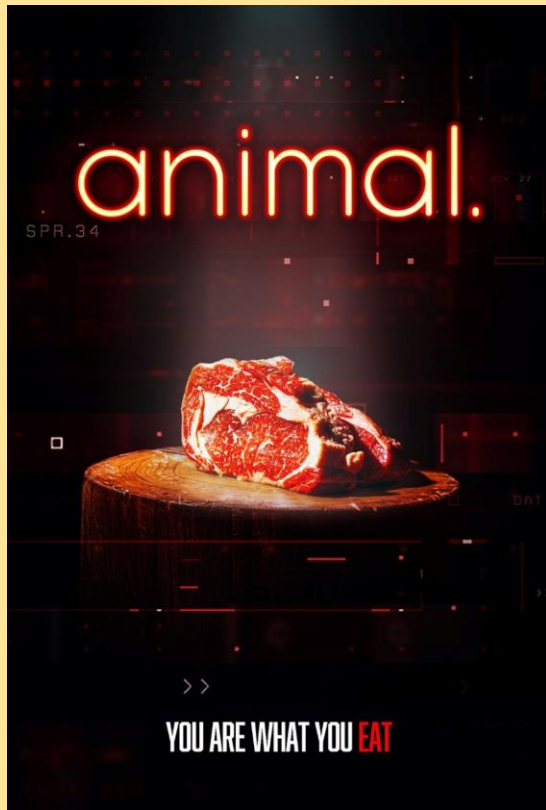




360° HOLISTIC CONSULTING, DISTRIBUTION & PUBLICITY STRATEGY FOR H2O STUDIOS' "*animal.*"

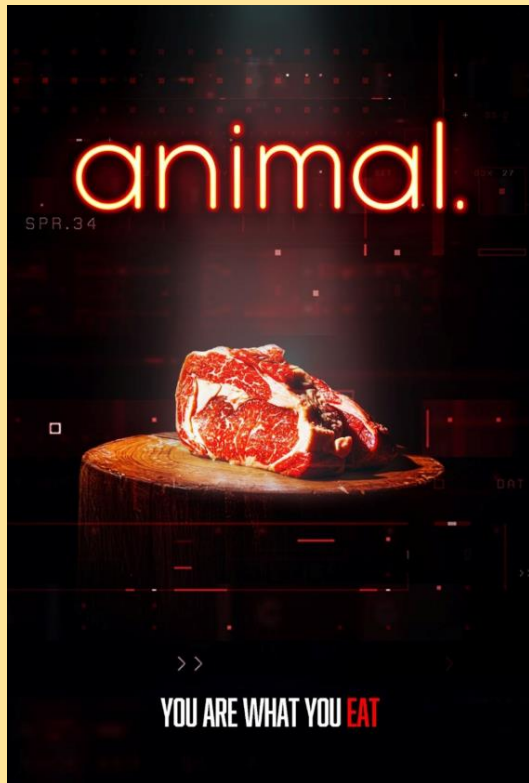
Overview

Lee Meltzer Consulting (LMC) was engaged by H2O Studios as a strategic consultant to develop and execute a full-service release campaign for *animal.*, a feature documentary exploring the intersection of diet, identity, and modern wellness culture. In this role, LMC guided the producers through every stage of launch – from theatrical rollout to digital release – designing a robust, multi-platform strategy that maximized awareness and reach.

Campaign Development

Working closely with H2O Studios, LMC:

- Partnered the film with a **theatrical booker** to coordinate a **limited five-city theatrical release**, ensuring key regional exposure and qualifying festival screenings.
- Introduced the producers to **Blue Harbor Entertainment**, securing the film's digital release across **Apple TV** and other major transactional platforms.
- Connected the team with a **red carpet producer** to oversee the Los Angeles premiere and afterparty.
- Facilitated a collaboration with an **influencer (900K+ following)** to **host the red carpet**, driving social amplification and visibility.
- Engaged a **social media producer** to capture and edit a **full recap video** of the premiere and event for use across press and digital channels.



360° HOLISTIC CONSULTING, DISTRIBUTION & PUBLICITY STRATEGY FOR H2O STUDIOS' *animal.* (Cont.)

Results Summary

The integrated release strategy successfully positioned *animal.* as a standout independent documentary within the health and lifestyle space — delivering significant results across platforms:

- Positioned *animal.* as a breakout independent documentary in the health and lifestyle space.
- Reached the **#1 Documentary spot on Apple TV** for rentals and purchases, showcasing strong audience demand.
- Secured **media and red carpet coverage** across outlets like *Variety*, *Austin Chronicle*, and *Generation Iron*, with photo features on *BEIMAGES* and *SHUTTERSTOCK*

Takeaway

Through a hands-on, relationship-driven approach, Lee Meltzer Consulting transformed *animal.* from a niche health documentary into a mainstream digital success story. By bridging traditional publicity with influencer marketing, event activation, and strategic distribution partnerships, the campaign demonstrated how boutique consulting can drive tangible, measurable outcomes — from **#1 Apple TV charting** to **broad media recognition**.

This case underscores LMC's value as a connector and strategist capable of uniting creative vision with commercial performance — turning independent releases into high-visibility, high-impact cultural moments.