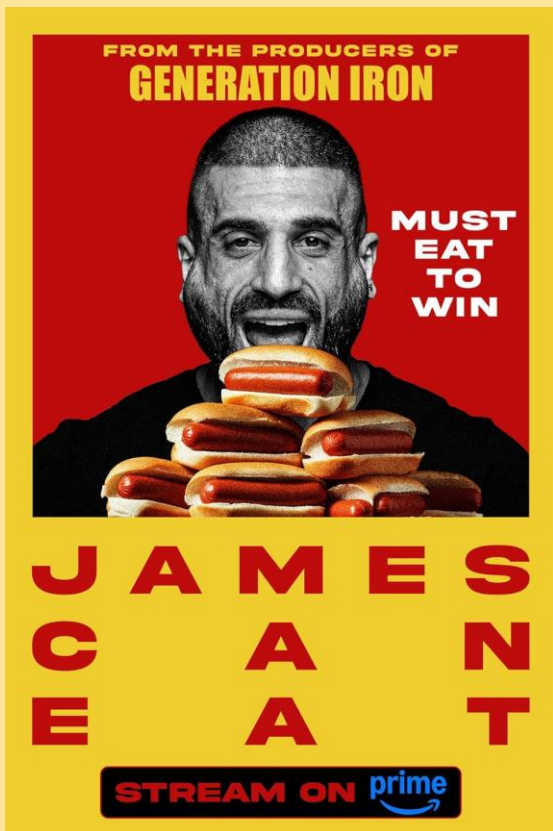




PUBLICITY CAMPAIGN FOR “JAMES CAN EAT” DEBUT ON VOD AND PRIME VIDEO

OVERVIEW

Lee Meltzer Consulting led a full-service publicity campaign for ***James Can Eat***, a feature documentary on world record–holding competitive eater James Webb, that launched with the official trailer and poster drop on July 22, 2025, and sustained through the film’s August release, earning coverage from Rotten Tomatoes-certified critics and major outlets across digital, broadcast, and audio platforms.

RESULTS SUMMARY

- **50+ million** impressions across digital, broadcast, and print platforms.
- **5 Rotten Tomatoes–certified reviews** ensuring critical credibility.
- **National TV, podcast, and digital** placements featuring James Webb including *KTLA*, *Barstool*, *Yahoo!*, *Barstool Sports*, *iHeartRadio*, *Sports Illustrated* and *Muscle & Fitness*.

TAKEAWAY

Lee Meltzer Consulting positioned *James Can Eat* as a mainstream, crossover documentary—turning a niche story into a national conversation and driving major visibility for Generation Iron and James Webb across media.