



PUBLICITY CAMPAIGN FOR WORLD PREMIERE OF “JUMPMAN” AT TRIBECA FESTIVAL 2024

OVERVIEW

Lee Meltzer Consulting led a targeted publicity campaign for **JUMPMAN**, which premiered at the **2024 Tribeca Festival**. The focus was on elevating the film as a **“Short to Watch”**, spotlighting its creative team — **Co Rentmeester and Tom Dey** — and connecting it to sports, culture, and cinematic storytelling across entertainment and lifestyle media.

RESULTS SUMMARY

- Coverage across **20+ outlets** spanning entertainment, lifestyle, and business press
- Key highlights include *Adweek*, *Fortune*, *Complex*, *WNBC 4 NY*, *Footwear News*, *Yahoo! Entertainment*, and *Life*
- Blended **national and festival-focused visibility** to maximize audience reach

TAKEAWAY

Through strategic positioning and cross-sector storytelling, **JUMPMAN** was successfully framed as a **breakout short film from Tribeca** — a **“Short to Watch”** that bridged art, athletics, and emotion — reinforcing LMC’s ability to launch emerging projects into cultural relevance and press momentum.