

PUBLICITY CAMPAIGN FOR WORLD PREMIERE OF "\$POSITIONS" AT SXSW 2025

OVERVIEW

Ahead of its SXSW World Premiere, the filmmakers behind **\$POSITIONS** engaged Lee Meltzer Consulting (LMC) to lead a strategic publicity campaign designed to maximize critical and commercial impact. LMC built a targeted PR roadmap to generate pre-festival buzz, drive on-the-ground media coverage in Austin, and sustain visibility post-premiere — with the ultimate goal of selling out screenings and attracting distribution interest.

RESULTS SUMMARY

- Generated **25+ press** hits across top outlets including *IndieWire*, *Screen Anarchy*, *Nightmare on Film Street*, *Film Froth*, *FandomWire*, and *MovieWeb*.
- Earned majority-positive reviews from RT-verified critics, boosting credibility and visibility.
- Campaign momentum led to Dark Star Pictures acquiring the film for early 2026 release.

TAKEAWAY

\$POSITIONS shows how partnering with Lee Meltzer Consulting early — before a festival debut — can turn strategic publicity into measurable success, combining buzz, critical recognition, and real distribution outcomes.

