

Lee Meltzer

CONSULTING, LLC

CASE STUDY · PUBLICITY & RELEASE STRATEGY

animal.

How a full-service, relationship-driven release campaign took an independent documentary to #1 on Apple TV



The Film

A feature documentary that examines the political, economic and religious forces behind our modern relationship with meat — and makes the case for the ancestral diet that fueled human evolution.

Super Size Me meets Planet Earth

DIRECTOR / PRODUCER

Josh Feldman

PRODUCERS

Vinny Lingham, Kevin Carter,
Dennis Jacobs (Emmy nom.)

RUNTIME / GENRE

83 minutes · Documentary

CAST REACH

33M+ combined social
following



The Engagement

H2O Studios engaged Lee Meltzer Consulting (LMC) as strategic consultant to develop and execute a full-service release campaign for animal.

LMC guided the producers through every stage of launch — from theatrical rollout to digital release — acting as the connector between distributors, event producers, talent and press.

5

theatrical cities

900K+

red carpet host reach

#1

Apple TV documentary

ENGAGEMENT AT A GLANCE

CLIENT

H2O Studios

ROLE

Strategic release consultant

SCOPE

Theatrical, VOD, premiere & PR

OUTCOME

#1 Documentary on Apple TV

Full-Service Support Across Every Facet



Theatrical Distribution

Five-city limited release via a theatrical booker



VOD Distribution

Blue Harbor deal for Apple TV and major TVOD



Premiere & Events

LA red carpet premiere and afterparty



PR & Media

Press and podcast coverage across platforms



Influencer & Social

900K+ influencer host drove social reach



Content & Photo

Recap video plus BEImages and Shutterstock

Theatrical Distribution



5

**city limited theatrical
release**



Partnered the film with a theatrical booker to plan and coordinate the limited run.



Secured key regional exposure across five markets.

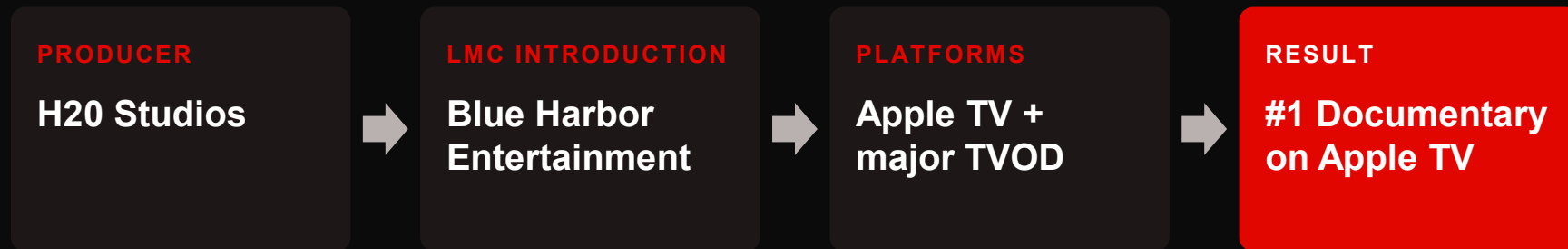


Ensured qualifying festival screenings through the theatrical window.



Earned theatrical-release press, with Variety, Austin Chronicle and others among release highlights.

VOD & Digital Distribution



LMC introduced the producers to Blue Harbor Entertainment, securing the film's digital release across Apple TV and other major transactional platforms.

Landing after the theatrical run, premiere and press tour, the digital release turned that awareness into rentals and purchases — and a #1 chart position.

Los Angeles Premiere & Red Carpet



Red Carpet Producer

Oversaw the LA premiere and afterparty



Influencer Host

900K+ following host drove social amplification



Recap Video

Full event recap edited for press and digital channels



Photo Coverage

BEImages and Shutterstock boosted discoverability

900K+

follower reach of the red carpet host

LMC connected every vendor — producer, host, videographer and photo agencies — into one coordinated premiere.

PR & Media Coverage



Podcast & interview tour

JUN 13

Carnivore Conversations

JUN 19

The Food Court

JUN 19

Nutrition with Judy

JUN 23

Generation Iron

JUN 24

Low Carb USA



Print, digital & entertainment press

Variety

Austin Chronicle

Fanboy Nation

**Daily Entertainment
World**

No Bad Movie

**Shutterstock +
BEImages**

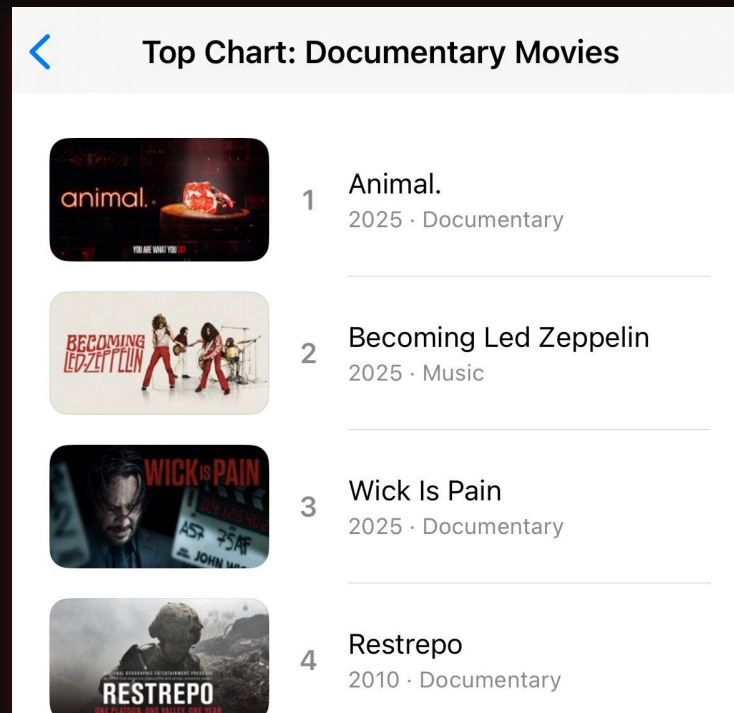
Coverage spanned print, digital, broadcast and podcast platforms.

Results

#1

Documentary on Apple TV for rental and purchase

animal. charted above titles like Becoming Led Zeppelin, Restrepo and Stop Making Sense — demonstrating exceptional audience demand and campaign conversion, alongside broad media recognition.



TAKEAWAY

From niche health documentary to mainstream digital success

By uniting theatrical and VOD distribution, premiere production, PR, influencer marketing and content capture under one strategy, LMC turned an independent release into a #1 Apple TV documentary.

A connector and strategist uniting creative vision with commercial performance.

Lee Meltzer

CONSULTING, LLC

lee@leemeltzerconsulting.com

