

**kanopy**

Films that matter

Kanopy is excited to announce the arrival of a new supplier to our platform: BBC Studios. Offering quality programming, including several well-known series, BBC Studios is a perfect fit for Kanopy as we look to continually expand our international catalog. This content has been regularly requested by our library partners and your patrons, and we're pleased to finally be able to provide the best British programming on Kanopy. Please encourage your patrons to watch this new content by using the materials supplied in this marketing toolkit that includes social media and newsletter copy, as well as images sized to your print and screen needs.

## List of Toolkit Items

**5**

### General Announcements

Images that present the BBC Studios collection on Kanopy, sized for various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images.

**6**

### Title Specific Assets

A set of images extracted from the larger collection that highlight specific titles.

**2**

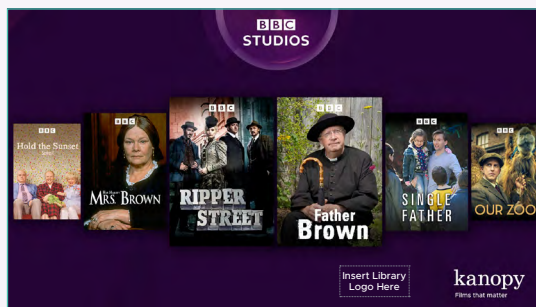
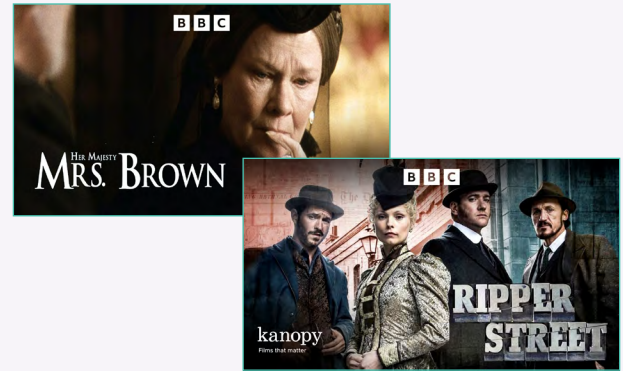
### Suggested Copy

Two options that you can copy and paste into your messaging across social media and email.

## General Announcement & Title Specific Assets

To download the general announcements for the **BBC Studios** collection, visit [the link](#).

And remember, you can always add your library logo to any of these images to remind your patrons that they can access Kanopy through your digital offerings. See example below.



## Social Media/Newsletter Copy

### Version 1

Looking for the best of British programming? We're excited to announce that you can now access BBC Studios content through Kanopy. To access the new BBC Studios collection, just go to [kanopy.com/category/66341](https://kanopy.com/category/66341).

### Version 2

Time to stock up on some tea and biscuits, cause we're now offering BBC Studios programming through Kanopy. To access this collection of high-quality British content, go to [kanopy.com/category/66341](https://kanopy.com/category/66341).

## Campaign Start Date

We will be launching our BBC Studios campaign on **September 27, 2022**, across our site and messaging efforts. Please be aware that titles will start launching on that date and will continue to be loaded onto the platform as the fall progresses. We encourage our library partners to use the provided materials during the coming months to spread the word in your community. If you have any questions about the items contained in this toolkit, feel free to reach out to us at [marketing@kanopy.com](mailto:marketing@kanopy.com).

Respectfully,  
The Kanopy Team