

ACTION FILMS IN AUGUST

kanopy

Films that matter

#ActionFilmsinAugust

Cue the car chases and prepare the pyrotechnics because Kanopy is launching a new thematic campaign this August around action films. As we attempt to appeal to broader audiences in your community, we have circled action films and TV series as an area of opportunity, as our catalog includes both big budget movies from Hollywood as well as influential international films and TV series that have helped define the genre. With that in mind, we're pleased to share this new action collection as well as this marketing toolkit to get your patron's adrenaline pumping. Please use the provided assets to let your community know how they can view these films on Kanopy.

To review our Action Films in August collection for 2023, including film synopses and other details, visit kanopy.com/category/22144. And look for monthly toolkit additions on our Digital Marketing Resources Page at lib.kanopy.com/toolkits.

List of Toolkit Items

5

General Announcements

Images that present our Action Films in August collection, sized for various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images.

5

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.

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General Announcement & Title-Specific Assets

To download the general announcements for our Action Films in August collection, visit lib.kanopy.com/toolkits.

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

Cue the car chases and prepare the pyrotechnics because Kanopy is presenting a thrilling new collection entitled Action Films in August. To get your heart pumping with these cinematic highlights, go to kanopy.com/category/22144.

[#ActionFilmsInAugust](https://twitter.com/ActionFilmsInAugust)

Version 2

Action films are popular with the public but criticized by critics. Kanopy would like to change that critical perception with Action Films in August, a collection of influential movies that have helped define the genre. Go to kanopy.com/category/22144.

[#ActionFilmsInAugust](https://twitter.com/ActionFilmsInAugust)

Campaign Start and End Dates

We'll be launching our Action Films in August campaign on August 1, 2023. We encourage our library partners to use the provided materials 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.

Respectfully,

The Kanopy Team