

NOIRVEMBER

Promotions Guide

kanopy
Films that matter

[View Collection](#) | [#Noirvember](#)

Prepare to immerse yourself in the enigmatic realm of cynical heroes, intricate narratives, and profound existentialism. Welcome to Noirvember, where we invite you to explore our curated collection of film noir classics for your school.

Originating in post-World War II France, the term 'film noir' was coined to characterize the stylish and captivating American thriller and detective films of the 1940s and '50s. However, it wasn't until the 1970s that the American film community fully embraced this genre label. Since then, these cinematic gems have steadily gained popularity, evolving into the modern era with the emergence of neo-noir, where contemporary filmmakers continue to draw inspiration from the genre's distinctive aesthetics.

Whether you're a dedicated scholar of film studies, eager to delve into the shadowy depths of this timeless genre, or simply curious to witness how filmmakers have breathed new life into these classic themes, Kanopy offers an extensive and well-rounded collection for your exploration. [Click here to view the collection.](#)

When looking to promote a particularly pertinent collection, look no further than our monthly toolkit additions on the Digital Marketing Resources Page.

List of Toolkit Items

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General Announcements

Images that present our Noirvember collection, sized for promotion in various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images. These are perfect for displaying in student unions, on campus digital signage, and in the library.

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Title-Specific Assets

Whether online or on campus, share this set of movie title graphics that represent the larger thematic collection.

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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 Noirvember collection, visit our [Digital Marketing Resources Page](#).

And remember, you can always add your library logo to any of these images to remind your faculty and staff that they can access Kanopy through your digital offerings.

See example below.



Social Media/Newsletter Copy

Version 1

Noted for a dark cinematic style, film noir emerged in the late 1940s as viewers gravitated toward mature movies addressing murder and mayhem. As a tribute to these works and the neo-noir that followed, Kanopy has curated a collection for #Noirvember at www.kanopy.com/category/61342.

Version 2

Venture down dark alleys with on-screen detectives during Kanopy's #Noirvember: A month-long film noir festival. See some of the most scandalous films from the Golden Age of Hollywood, plus modern works inspired by these dark cinematic subjects, at www.kanopy.com/category/61342.

Campaign Start and End Dates

We'll be launching our Noirvember campaign on November 1, 2023. We encourage our library partners to use the provided materials to spread the word across campus and online. If you have any questions about the items contained in this toolkit, feel free to reach out to us at marketing@kanopy.com.

Personalizing Links

If your library would like to link to your unique Kanopy platform, please use the following link format [librarydomain].kanopy.com/category/65202. If you don't know your library domain or have any questions about the items contained in this toolkit, feel free to reach out to us at marketing@kanopy.com or your account representative.

Respectfully,
The Kanopy Team