

B-FILM BONANZA!

A celebration of the best B-films ever made

kanopy

Films that matter

Kanopy.com



Whether you're a fan of low-budget cult classics or offbeat gems, Kanopy's B-film Bonanza collection has something for everyone. From over-the-top action scenes to strange sci-fi landscapes, B-Films deliver unique storytelling and unforgettable characters. Join us as we celebrate the charm and creativity of these often-overlooked films and discover hidden treasures that are sure to surprise and entertain. Don't miss out—your next favorite film might just be a B-Movie!

Encourage your patrons to discover this popular collection! We've put together a marketing toolkit to make it easy and enjoyable to promote this curated content and more.

You can find our B-Film Bonanza collection, along with film synopses and additional details, at kanopy.com/category/82626. Be sure to plan ahead and keep an eye out for new monthly toolkit additions available on the Digital Marketing Resources Page for our [U.S.](#), [Canadian](#), and [Australian/New Zealand](#) markets.

List of Toolkit Items

7

General Announcements

Images that present our B-Film Bonanza 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.

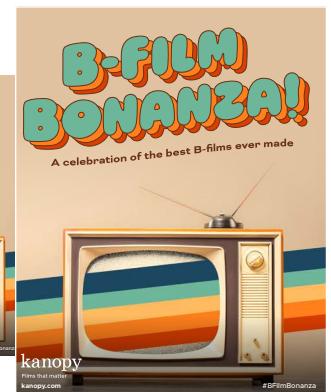
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General Announcement & Title-Specific Assets

To download the general announcements for our B-Film Bonanza collection, visit our Digital Marketing Resources Page for the [U.S.](#), [Canadian](#), and [Australian/New Zealand](#) markets.

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

Check out Kanopy's B-Film Bonanza collection for movies that take you to strange worlds, showcase eccentric characters, and offer unforgettable cinematic moments. Visit kanopy.com/category/82626 now! [#B-FilmBonanza](#)

Version 2

Grab your favorite snacks and get ready for a B-Film binge with Kanopy's B-Film Bonanza! Share your must-see pick, and let's explore the quirky charm of cult cinema together! Just head to kanopy.com/category/82626 [#B-FilmBonanza](#)

Campaign Start and End Dates

We'll be launching our B-Film Bonanza campaign on January 1, 2025. 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