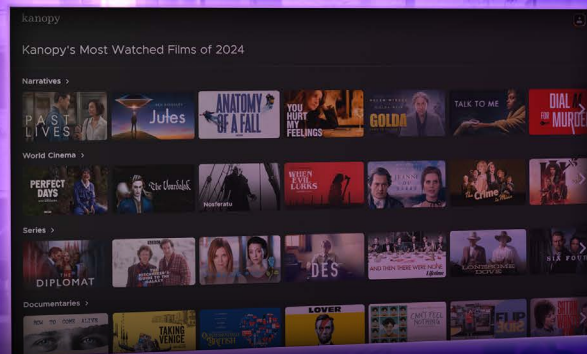


KANOPY'S MOST WATCHED FILMS OF 2024

kanopy
Films that matter
Kanopy.com



#MostWatched2024

Although the year has ended, it's not too late for your patrons to explore Kanopy's Most Watched Films of 2024 collection. These cinematic gems feature exceptional storytelling that has captivated audiences since their debut on the platform. From heartwarming dramas to mind-bending sci-fi and laugh-out-loud comedies, we're excited to announce that these must-see films are still available on Kanopy as we enter 2025.

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 Most Watched Films of 2024 collection, along with film synopses and additional details, at kanopy.com/category/80726. 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 Most Watched Films of 2024 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.

Continued on next page

General Announcement & Title-Specific Assets

To download the general announcements for our Most Watched Films of 2024 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

Explore Kanopy's Most Watched Films of 2024 collection for movies and shows that will take you to breathtaking landscapes, introduce you to enchanting creatures, and bring your beloved characters to life. Visit kanopy.com/category/80726 now! **#KanopyMostWatched2024**

Version 2

Pop some popcorn and let's set up a movie night with Kanopy's Most Watched Films of 2024! Share your top pick, and let's dive into the enchanting world of film together! Just go to kanopy.com/category/80726 **#KanopyMostWatched2024**

Campaign Start and End Dates

We'll be launching our Most Watched Films of 2024 campaign on December 20, 2024. 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