

MUSICALS IN MAY

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Films that matter
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#MusicalsInMay

Since the advent of sound in cinema, movie musicals have emerged as a distinct and beloved genre, enchanting audiences with their ability to transport viewers into worlds where emotions find expression through song and dance. Whether set against the backdrop of Broadway stages, city streets, or fantastical realms, musicals showcase the magical synergy between music and narrative, creating an immersive experience that transcends the boundaries of conventional storytelling. From timeless classics to contemporary masterpieces, the genre continues to evolve, leaving an indelible mark on cinematic history and providing a harmonious symphony of entertainment for audiences across the globe.

This May, you can easily promote movie musical content within Kanopy to your community!

You can review our Musicals in May collection, film synopses and other details at <https://www.kanopy.com/category/9706>. Plan ahead and keep an eye out for other monthly toolkit additions on our Digital Marketing Resources Page for the **U.S.** or **Canadian** markets.

List of Toolkit Items

7

General Announcements

Images that present our Musicals in May 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 Musicals In May Collection, visit our Digital Marketing Resources Page for the **U.S.** or **Canadian** 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

Exciting news for all movie musical enthusiasts! Discover the magic of song and dance with a vast collection of movie musicals available for free on the Kanopy app. From classic Broadway hits to contemporary gems, dive into a world where storytelling meets melody. Access the collection here: <https://www.kanopy.com/category/9706>

Version 2

Calling all film and music lovers! Uncover the joy of movie musicals without breaking the bank. Thanks to the Kanopy app, you can access a diverse selection of captivating musicals for free. Whether you're a fan of golden classics or modern tunes, there's something for everyone:

<https://www.kanopy.com/category/9706>

Campaign Start and End Dates

We'll be launching our Musicals in May campaign on May 1, 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