



ANIMATED APRIL

kanopy

Films that matter

Kanopy.com

#AnimatedApril

Animated films, often referred to as cartoons, have evolved into a captivating and diverse medium of storytelling that transcends the boundaries of language and age. Combining artistic creativity with technological innovation, animated films bring fantastical worlds and endearing characters to life through the mesmerizing dance of visuals and imagination. For the months of April, Kanopy has created a curated collection of animated films that explore profound themes, ignite emotions, and challenge the boundaries of reality.

Check out this marketing toolkit to make it easy to promote this content within Kanopy to your community.

You can review our Animated April collection, films synopses and other details at <https://www.kanopy.com/category/9709>. 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 Animated April 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.

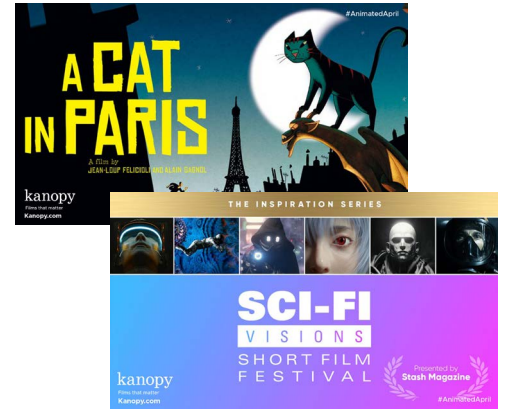
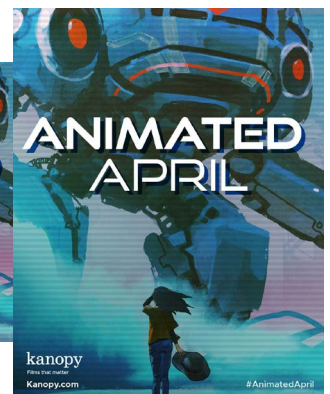
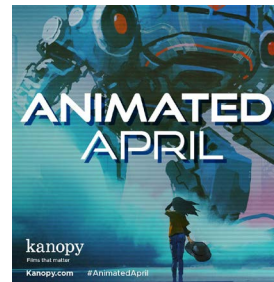
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General Announcement & Title-Specific Assets

To download the general announcements for our Animated April 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

Dive into a world of enchantment with Kanopy's extensive collection of animated films! From classic hand-drawn tales to cutting-edge CGI wonders, there's something for every animation enthusiast. Rediscover childhood favorites or explore new, visually stunning narratives that captivate the heart and ignite the imagination. Access the collection here: <https://www.kanopy.com/category/9709>

Version 2

Calling all animation lovers! Kanopy's Animated April collection is a treasure trove of creativity waiting to be explored. Immerse yourself in visually stunning worlds and let the magic of animation transport you to places beyond your wildest dreams: <https://www.kanopy.com/category/9709>

Campaign Start and End Dates

We'll be launching our Animated April campaign on April 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