

BIG MOVIE WATCH

a Kanopy film club

Welcome to the programming guide for Big Movie Watch! We are thrilled that you are using this program to bring together your community through film! This document contains information about the program, marketing assets and some programming ideas!



Program Information

Which libraries are eligible for this program?

Libraries in the United States and Canada on a pay-per-use program as well as those with PLUS only accounts.

Film selection: *What's Love got to do with it*

(Please note this film will not be live on the platform until February 5th.)

Film description:

How do you find lasting love in today's world? For documentary filmmaker Zoe (Lily James), swiping right to find Mr. Right has only delivered bad dates and funny anecdotes. For her childhood friend Kazim (Shazad Latif), the answer is to opt for an assisted marriage. As Zoe films his hopeful journey to marry a stranger, she begins to wonder if she might have something to learn from a different approach to finding love.

Program hashtag: #bigmoviewatch

Program dates: February 5-19, 2024

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Films that matter



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Big Movie Watch Program Guide

Assets included in the marketing kit:

- **Horizontal and vertical film covers** These are the perfect assets if you are looking to create your own marketing materials.
- **1200x627 Image** Use this image for a social media post or a mention in your newsletter.
- **1080x1080 Image** Use this image for Instagram posts.
- **Poster 11x17** Print this poster and place around your library.
- **Flyer 8.5x11** Print this flyer and place at your front desk or near your DVD collection to capture the film lovers in your library.
- **Film Specific Image** Use this image to promote the film on your social media channel. This is different from the horizontal and vertical film cover as it includes the Big Movie Watch logo and hashtag.
- **Display Image** Use this image on display monitors around your library. Place near your DVD collection to let your patrons know they have access to this program.

Social media post copy:

Social Media Post Copy #1:

Join your community for Kanopy's Big Movie Watch where from February 5-19 we encourage you to watch *What's Love got to do with it* and chat about the film on the discussion board. Check out www.bigmoviewatch.com to learn more.

#bigmoviewatch

Social Media Post Copy #2:

February is the month of love and we are celebrating with the Kanopy Big Movie Watch program. From February 5-19, 2024, watch *What's Love got to do with it* and talk about the film on the discussion board. Check out www.bigmoviewatch.com to learn more.

#bigmoviewatch

Programming ideas:

- **Movie Night!** Invite your community into your library for a showing of *What's Love got to do with it*. Show the film and hold a discussion group afterwards.
- **Dinner and a movie!** Hold a cooking class in your library and watch the film afterwards while participants feast on the delicious dinner they just prepared.
- This film is rich with Pakistani culture. Program Pakistani content alongside the film or even incorporate Pakistani cookbooks into the promotion to go along with the dinner and a movie theme.