

FRIGHT FEST

kanopy

The Fog (2005)
Directed by Rupert Wainwright



Get ready to scream, shiver, and snuggle under the covers—Kanopy Fright Fest brings you a spell-binding lineup of bone-chilling horrors, ghoulish thrillers, and spine-tingling cult classics to satisfy every scare craving. See what frights lurk within this collection... if you dare.

It's terrifyingly easy to share Kanopy with your patrons. Download the full kit for ready-to-use social media graphics and see below for suggested copy options you can share via email or your social channels. **All provided images must be used for direct promotion of that film or collection.**

Tip: Personalize the campaign by adding your library's logo to the images and remind your patrons they can stream for free with their library card!

Explore the full collection here: kanopy.com/category/30654

Check out our Digital Marketing Resources Page for the latest monthly campaign toolkits for the **U.S.**, **Canada**, and **Australia/New Zealand**.

List of Toolkit Items

6

General Announcements

Socialmedia-friendly images showcasing the Fright Fest collection in various sizes for platforms like Facebook and Instagram, as well as for print and digital use.

5

Title-Specific Assets

Asset of images extracted from the larger collection that highlight specific titles.

2

Suggested Copy

Two ready-to-use copy options for your social media posts and email campaigns.

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General Announcement & Title-Specific Assets

To download the general announcements for our No Work, All Watch Weekend 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

Option 1 Warning: Watching after dark may result in chills, thrills, and unexpected nightmares 🧛‍🦏
Kanopy Fright Fest is here with a killer collection of horror favorites. Stream for free now:
kanopy.com/category/30654 #FrightFest #ScaryMovieNight

Option 2

Scream season starts now 🧛‍🦏 Dive into Kanopy's Fright Fest—where cult classics, creepy thrillers, and horror hits await. Stream if you dare: kanopy.com/category/30654
#KanopyFrightFest #HorrorMarathon

Important Dates

The *Kanopy Fright Fest* campaign will officially launch on **October 1, 2025**.

Have questions or need support? Contact us at marketing@kanopy.com.

Warm Regards,
The Kanopy Team