

# Low Stimulation

Cozy stories and calm adventures for curious minds. Stream on Kanopy Kids.



In today's landscape of children's television, which is often fast-paced, noisy, and packed with flashing colors, many parents and caregivers are seeking an alternative. Low-stimulation programming is a growing genre designed to calm and engage young viewers while weaving in educational value, rather than overwhelming them.

Kanopy is excited to offer a curated collection of low-stimulation content to help families get started with this thoughtful approach to children's entertainment. To help you share this exciting collection with your patrons, we've created a marketing toolkit, to help promote this wonderful addition to Kanopy to your patrons.

## List of Toolkit Items

2

### General Announcements

Print materials that showcase our low stimulation content, which can be printed and displayed throughout your library

9

### Digital Graphics

Graphics sized for various social media platforms and email, showcasing our low stimulation content.

3

### Suggested Copy

Three options that you can copy and paste into your messaging across social media and email.

Continued on next page

## General Announcement & The Low Stimulation Collection Specific Assets

To download the general announcements for our Low Stimulation Collection, visit our Digital Marketing Resources Page for the **U.S.** or **Canadian** markets.

All images provided must be used for direct promotion of that film or collection.



## Social Media/Newsletter Copy

### Version 1

Looking for kid-friendly entertainment? Explore our new collection of low-stim content, designed to engage little ones with gentle visuals and soothing storytelling. Stream for free and ad-free with your library card on Kanopy! Stream now: [kanopy.com/en/category/87551](https://kanopy.com/en/category/87551)

### Version 2

Explore Kanopy's low-stim kids' collection today for calm vibes and cozy screen time. Free with your library card! [kanopy.com/en/category/87551](https://kanopy.com/en/category/87551)

### Version 3

Make screen time stress-free. Kanopy's low-stim kids' collection brings soft, calming stories little ones will love. Start streaming free with your library card today: [kanopy.com/en/category/87551](https://kanopy.com/en/category/87551)

If you have any questions about the items contained in this toolkit, feel free to reach out to [marketing@kanopy.com](mailto:marketing@kanopy.com).

Respectfully,  
The Kanopy Team