



# NOIRVEMBER

A month-long film noir festival.

**kanopy**

Films that matter

#Noirvember

Ready for cynical heroes, intricate plots, and underlying existentialism? Sounds like you're ready to get moody with our Noirvember collection. The cinematic term film noir originated in France after WWII to describe stylish, dramatic American thriller or detective films in the 1940s and '50s but was only widely adopted by the American film community in the 1970s. Since then, these influential cinematic works have grown in popularity, as modern filmmakers use similar aesthetics in what we now label neo-noir. Whether you're looking to dive into the dark world of the classic genre or want to see what updates have been made to keep the concept fresh, you can explore Kanopy's well-rounded collection by [clicking here](#).

No matter what movie or TV mood your patrons find themselves in, Kanopy has something for everyone. When looking to promote a particularly pertinent collection, look no further than our monthly toolkit additions on the Digital Marketing Resources Page for our [U.S.](#), [Canadian](#), and [Australian/New Zealand](#) markets.

## List of Toolkit Items

7

### General Announcements

Images that present our Noirvember 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.

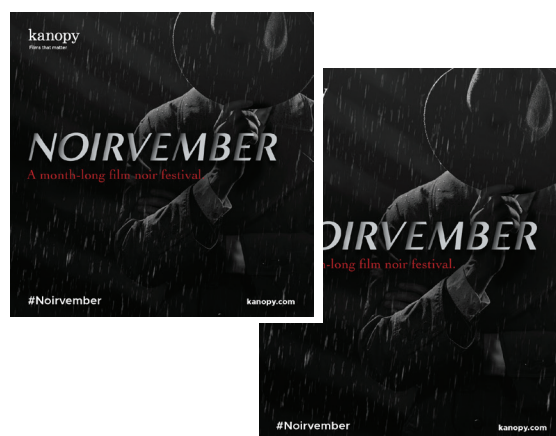
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## General Announcement & Title-Specific Assets

To download the general announcements for our Noirvember collection, visit our Digital Marketing Resources Page for [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

### Version 1

Noted for a dark cinematic style, film noir emerged in the late 1940s as viewers gravitated toward mature movies addressing murder and mayhem. As a tribute to these works and the neo-noir that followed, Kanopy has curated a collection for #Noirvember at [www.kanopy.com/category/61342](http://www.kanopy.com/category/61342).

### Version 2

Venture down dark alleys with on-screen detectives during Kanopy's #Noirvember: A month-long film noir festival. See some of the most scandalous films from the Golden Age of Hollywood, plus modern works inspired by these dark cinematic subjects, at [www.kanopy.com/category/61342](http://www.kanopy.com/category/61342). [#Noirvember](#)

## Campaign Start and End Dates

We'll be launching our Noirvember campaign on November 1, 2023. 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](mailto:marketing@kanopy.com).

Respectfully,  
The Kanopy Team