



NOIRVEMBER

A month-long film noir festival.

kanopy

Films that matter

Kanopy.com

#Noirvember

This November, Kanopy invites you to celebrate Noirvember with a special selection of film noir. Our thoughtfully curated collection showcases the genre's rich history, featuring a mix of classic and contemporary titles that highlight its signature themes of mystery, moral ambiguity, and psychological depth. From iconic thrillers to lesser-known gems, each film offers a unique lens into the darker aspects of human nature and society. Experience the captivating storytelling and stylistic innovation that have made film noir a beloved genre for generations.

Explore this fascinating collection effortlessly on your TV, mobile device, or tablet with our user-friendly app, and share the allure of noir cinema with friends and family. Join us in uncovering the shadows of storytelling this Noirvember!

Start exploring today at kanopy.com/category/18267 #Noirvember

Looking to share your favorite film collections with your community? Look no further than our monthly toolkit additions available 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 on Kanopy 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.

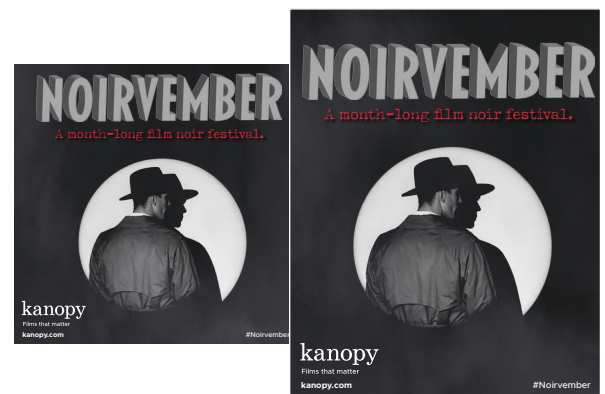
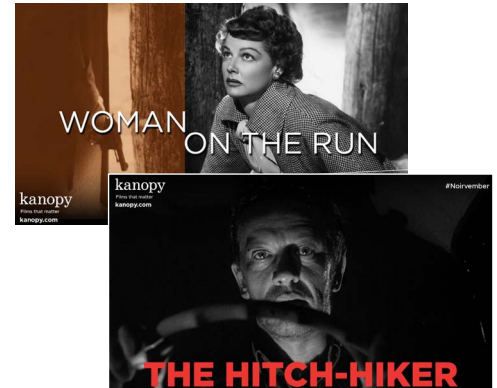
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General Announcement & Title-Specific Assets

To download the general announcements for our Noirvember on Kanopy 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

Version 1

Explore the gripping world of film noir this Noirvember with our carefully curated collection on Kanopy. Uncover the shadowy tales of noir cinema while recognizing its influence on storytelling and culture. To access these films during **#Noirvember**, go to **kanopy.com/category/18267**.

Version 2

Celebrate Noirvember by immersing yourself in the captivating world of film noir. Explore the genre's intricate storytelling, atmospheric cinematography, and complex characters that have shaped cinematic history. Dive into the shadows and intrigue of noir with an array of screenings, discussions, and insightful resources. Start your journey into the dark elegance of film noir today! **kanopy.com/category/18267 #Noirvember**

Campaign Start and End Dates

We'll be launching our Noirvember collection on Kanopy campaign on November 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