

AROUND THE WORLD: A CELEBRATION OF WORLD CINEMA

kanopy

Portrait of a Lady on Fire (2019)
directed by Céline Sciamma

In celebration of global cinema, Kanopy is showcasing a curated collection of films from around the world, bringing diverse cultures, stories, and perspectives to your screen. From thought-provoking documentaries to captivating dramas and comedies, these films offer a cinematic journey across continents and through the hearts of international filmmakers. Join us in honoring the art of world cinema, where every film tells a unique story that transcends borders.

Explore this marketing toolkit to easily share this global cinematic celebration with your community on Kanopy.

You can review our Around the World: A Celebration of World Cinema collection, film synopses, and other details at kanopy.com/category/705. Plan ahead and keep an eye out for other monthly toolkit additions on our Digital Marketing Resources Page for the **U.S.** or **Canadian** markets.

List of Toolkit Items

7

General Announcements

Images that present our Around the World 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 international specific titles.

2

Suggested Copy

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

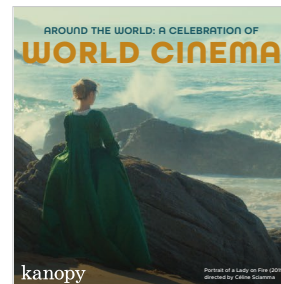
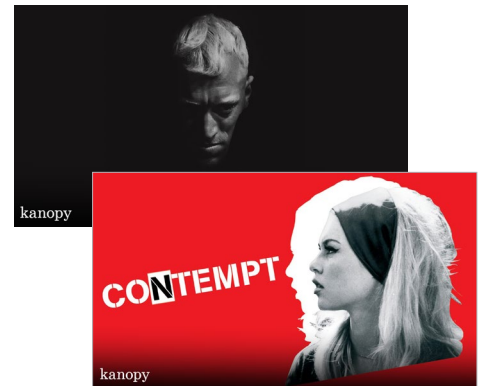
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General Announcement & Title-Specific Assets

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

Celebrate global cinema with Kanopy's curated collection, showcasing films from across the world! Immerse yourself in powerful stories and vibrant cultures that transcend borders. Explore the collection here: kanopy.com/category/705

Version 2

Join us in celebrating world cinema! Explore Kanopy's selection of films from diverse cultures and countries that bring the world to your screen. Watch and learn about the stories that shape our world! Check out the collection here: kanopy.com/category/705

Campaign Start and End Dates

Our Around the World: A Celebration of World Cinema collection will begin March 1st, 2025. 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