



NOIRVEMBER

A collection of films you won't be able to take your eyes off.

kanopy

Sudden Fear (1952)
Directed by David Miller

Noirvember has steadily grown in popularity over the past decade as a time to watch and celebrate the iconic noir genre. Known for its moody visuals, morally ambiguous characters, and crime-driven storylines, film noir continues to captivate audiences.

This November, we're embracing the shadows with a curated collection and a marketing kit dedicated to all things noir, perfect for sharing 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!

Check out the full collection: kanopy.com/category/18267

Remember, you can plan ahead and keep an eye out for monthly toolkit additions on our Resource Center page for both U.S. and Canadian markets **U.S.**, **Canada**.

List of Toolkit Items

6

General Announcements

Socialmedia-friendly images showcasing the Noirvember 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.

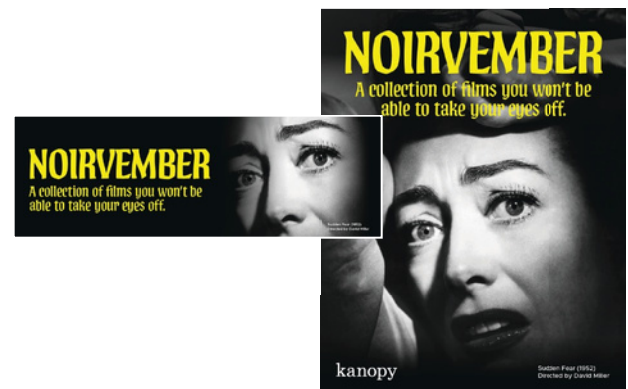
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General Announcement & Title-Specific Assets

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

Version 1 Join us for Noirvember, a month-long celebration of film noir, by watching Kanopy's curated collection of Hollywood classics and modern-day noir films. *All you need is your library card!* <https://www.kanopy.com/category/18267>.

Version 2

Moody, crime driven storylines? Sounds like a noir film to us! Check out Kanopy's Noirvember collection, featuring old Hollywood classics and modern-day features. Watch now:

<https://www.kanopy.com/category/18267>

Important Dates

We'll be launching our Noirvember campaign on **November 1**. We encourage you to use the materials provided 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