



kanopy
Films that matter

#KanopyFrightFest

Though the act of terrifying people through storytelling has been happening since the dawn of our species, incorporating fear and folklore into film has really only taken off during the last century. Since those early days, the genre of horror has evolved greatly through the adaptations of literary classics to present day horror that looks to ditch traditional tropes and subvert expectations. With that in mind, the Kanopy team is excited to bring you Fright Fest, a collection of creepy TV shows and movies for your local goblins and ghouls to take part in. Looking to let your patrons know about our spine-chilling cinematic collection? We've created this marketing toolkit to make it easy and fun to message about this cursed – er, we mean curated – content!

You can review our 2023 Fright Fest collection, film synopses, and other details at www.kanopy.com/category/60744. Plan ahead and keep an eye out for other monthly toolkit additions on our Digital Marketing Resources Page for [U.S.](#), [Canadian](#), and [Australian/New Zealand](#) markets.

List of Toolkit Items

7

General Announcements

Images that present our Fright Fest 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 Fright Fest 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

As the witches and warlocks prepare for Halloween, we're excited to share Kanopy's annual Fright Fest collection, a beastly batch of horror films sure to make you scream. To access these scary cinematic works, just go to www.kanopy.com/category/60744. [#KanopyFrightFest](#)

Version 2

This Halloween season, Kanopy has unearthed a collection of horrific highlights as part of their annual Fright Fest programming. To view these fearsome films, through (insert library name here), go to www.kanopy.com/category/60744. [#KanopyFrightFest](#)

Campaign Start and End Dates

We'll be launching our Fright Fest campaign on October 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.

Respectfully,
The Kanopy Team