

# Local Store Marketing Request Form

Directions: Please email your completed request form to localmarketing@cinnabon.com, and be sure to copy your FBC. Incomplete submissions will not be accepted. Note, franchisees are responsible for any costs related to printing and production. Assets which require new photography, animation, video assets, or video editing may incur additional costs to the franchisee.

# **Custom Asset Request Process**

## STEP 1

## Align with Your FBC

Connect with your FBC about your creative request. In partnership, determine if the request is aligned with Cinnabon's brand strategy and your business needs.

#### STEP 2

## Form Submission

Email a completed request form to localmarketing@cinnabon.com and copy your FBC.

## STEP 3

#### Form Routing

The brand team will contact you within 3-5 business days to confirm receipt and follow up with any questions.

## STEP 4

## First Draft (Low Resolution/Not Ready for Print)

The brand team will send you a first draft of your creative to collect your feedback and/or approval. Be sure to proofread and thoroughly check all text for accuracy. Expect 5 business days turnaround time between each set of requested revisions.

## STEP 5

#### Final Artwork (High Resolution/Print Ready)

Once you provide final approval, the brand team will provide the final file(s) of your art. If Primary Color is printing, the brand team will send files to them.

## **Creative Timelines**

Custom asset requests typically take between 10-15 business days\* to turn around. Turnaround time may be earlier or later depending on the complexity of the piece, and the current queue of requests.

#### **Less Complicated**

Adjustments to existing assets which do not drastically alter the layout. Re-sizing, address/expiration date updates, minor copy changes.

#### **More Complicated**

New designs and imagery. Assets with similar formats to existing assets but require new imagery, design elements, or imagery.

#### **Most Complicated**

New design formats and open-ended requests.
Assets which require new creative direction
for layout, copy, or imagery. Any assets which
require new photography, video elements, or cobranded elements.

\*10-15 day timeline does not account for printing and shipping of the asset. Franchisees will need to work with Primary Color on production and shipping timing, as well as invoicing for the new asset.



Contact / Bakery Information	
Requestor's name	
Cinnabon bakery number(s)	
Location / Directional information, if applicable (Shopping Center name, location identifier)	
Contact information (email address or phone number	
Project Timeline Please use the Creative	e Timeline section above to help develop your timeline.
Date submitted (Today's Date)	
Are there any key deadlines? List out any related events or occurrences which will impact the timeline in which the final asset is needed	
Project Details	
Type of asset needed, be specific (i.e. Digital Pylon, Social Post, Flyer, Window Cling, Billboard, etc.)	
What is the main message of this project? (I.e. a call-to action, delivery, specific product, etc.)	
What's driving your request? (Upcoming holiday, free opportunity, ad-spend, etc.)	
Who is your audience? (Mall employees, teachers, college students, shoppers, Moms, etc.)	
Please describe any design mandatories, coupon offers, or key headlines	



Additional Information, if applicable Include any additional information that will help us to develop your project.		
Project Specs – Digital Request, if applicable  If your project is a digital asset (social media, digital board, etc.), please complete this section.		
WIDTH size in pixels		
HEIGHT size in pixels		
File type required (PDF, JPG, PNG, EPS, AI, etc.)		
Project Specs – Print Request, if applicable If your project requires printing (either locally, with Primary Color, or other), please complete this section.		
WIDTH size in EXACT inches		
HEIGHT size in EXACT inches		
Color or Black & White		
One or two-sided		
File type required (PDF, JPG, PNG, EPS, AI, etc.)		
Printing / Shipping Information Primary Color will provide an estimate. Estimate must be approved before printing begins.		
Do you need Primary Color to print?		





Don't forget to attach any additional information about the project that you may have.

(Spec sheet, image, sample ad, template from vendor)