



## Local Store Marketing Request Form

Directions: Please email your completed request form to [localmarketing@cinnabon.com](mailto: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



### 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 co-branded 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 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?**

**Please provide the shipping address**

**Print quantity**



**Don't forget to attach any additional information about the project that you may have.**  
(Spec sheet, image, sample ad, template from vendor)