

Custom Creative Costs

- Black and white or 4-Color design
No cost
- 4-Color disk of existing artwork
Will be quoted
- Photography
Will be quoted
- Payment Requirements:
 - Payment requirements for Custom Creative Requests will be communicated prior to work being initiated.

Custom Creative Approvals

- **Little Caesars® National Creative Services Department must approve all creative not produced within the National Marketing department.** The creative approval process ensures our brand standards are upheld and all trademarks remain protected.
- Custom creative must be submitted to Gary Savone with adequate time to review and suggest revisions, if necessary. A minimum of 5-7 business days is required for review.



CREATIVE REQUEST



TIMING REQUIREMENTS (PLEASE ADHERE TO THESE REQUIREMENTS)
NEW & EXISTING ART
 10 BUSINESS DAYS - ONE ITEM PER REQUEST - PLEASE PRINT CLEARLY!

* CONTACT INFORMATION

Contact Name: _____
 Franchisee: _____
 Franchise #: _____ State: _____
 Franchise Marketing Manager: _____
 Phone: _____ Cell: _____
 Fax: _____
 Email: _____
 Today's Date: _____ Today's Time: _____

* TIMING REQUESTED

(PLEASE REFER TO TIMING REQUIREMENTS ABOVE)

Final Date Due: _____ (THIS IS NOT YOUR PRINT DATE)
 (DATE REQUIRED-**NO ASAP**)

* TECHNICAL INFORMATION

Final Size: _____ (Width) _____ (Height)
 Specs: ☐ Bleed ☐ Non-Bleed
☐ B/W ☐ 2/c ☐ 3/c ☐ 4/c
 Format: ☐ MAC ☐ IBM
 File Format: ☐ EPS ☐ TIF ☐ JPG ☐ GIF
☐ PIC ☐ BMP ☐ PDF
☐ InDesign ☐ Other _____

CREATIVE DEPARTMENT USE ONLY

STATUS: _____

MANAGEMENT APPROVAL: _____

JOB NUMBER: _____

CREATIVE DESCRIPTION/ OBJECTIVE & AUDIENCE:

COPY POINTS:

VENDOR ADDRESS/EMAIL/FTP INFO:

(FRANCHISEE APPROVAL NEEDED PRIOR TO RELEASE TO VENDOR)

EMAIL COMPLETED FORM TO LITTLE CAESARS.

Custom.Creative@LCEcorp.com

OR FAX COMPLETED FORM TO LITTLE CAESARS.

313-471-6399

We will contact you with in 24hrs that we received your request

***NOTE: Please complete required information to ensure Request is processed correctly and in a timely manner.**

Please be advised that Custom Creative Requests that differ from the materials available in Creative Solutions or the Marketing Cookbook have not been reviewed or approved with regard to violations of trademark, copyright, consumer protection or similar issues. We have no responsibility in the event that an infringement or other claim is asserted against you. We recommend that you have your attorney review the artwork prior to using it. 20589

QUESTIONS? CALL VINITA HOLTZ - FAX: (313) 471-6399 - (313) 471-6107