

\* Business Unit Contact Name

\* Phone #

\* Product Manager

\* Phone #

### 3. Site Details

Name of Site

(ie: WDW US English, WDW Canada French, Magical Gatherings Planner, DCL, DVC Members, Disney Meetings, DLR Weddings, HKDL, etc.)

URL of affected site/page(s)

(Cut and Paste the actual page URL from your "address" field in your web browser.)

\* Requested Live Date  

(Must be in date format: i.e 03/09/2006)

Removal Date  

(optional)

(Must be in date format: i.e 03/09/2006)

Date Driver

(ie: ad buy, email campaign, etc)

Does this request need to carry over to International Sites?  Yes  No

### 4. Request Details & Goals

Request Details & Goals

Would you like the visual to align with an offline print/tv, online or radio campaign?  Yes  No

### 5. Input & Media

#### - A. Copy / Content Strategy

Provide as much copy input as possible, denoting any **key** messages that must be conveyed. **List legal disclaimers, expectations and/or limitations.** i.e.: "Must contain "XYZ" tagline, legal restrictions, disclaimers, character limit, etc." Note: WDPRO is responsible for writing the actual guest copy.

Business Unit/ Product Manager Input