

# SUBWAY

COMO FAZER SEU PEDIDO? GOSTOSO sandwich saudável que se der. GOSTOSO sandwich saudável que se der. GOSTOSO sandwich saudável que se der. SUBWAY SUBS CLASSICOS SUBS CROCANTEIS TRADICIONAIS FAVORITOS SALADAIS



# TEAM FOUR



# SITUATION ANALYSIS

- Subway is the fast food restaurant with the most locations nationwide.
- #3 in sales in the the fast food restaurant category.
- For the past two years, Subway sales have been dropping at a faster rate than any other top 25 fast food chain.
- In recent years, Subway has lost its positioning as a healthier choice to fast food.
- The recent PR scandal involving Jared Fogle has not only affected Subway's Brand Image, but also ended a successful 15 year partnership.



# CATEGORY

- **Convenient, Customizable & Conscientious:** Consumers are drawn to QSRs that allow them to customize their orders and choose healthier options.
- **Bring on the Bold:** Today's consumer, particularly the growing multicultural segment and younger generation, is more adventurous when it comes to eating hot spices and exotic flavors.
- **Make it Mobile:** Mobile platforms offer solutions for ordering, marketing, loyalty programs and payment - mobile payments rose to \$9 Billion in 2015 (US).
- **Decisions, Decisions:** 200,000+ restaurant locations in the U.S. alone.
- **Fast Casual vs. QSR:** 8% | 0



# THE COMPETITION

Main competition includes the following QSRs:

- **McDonalds:** the perfect burger experience for families since it is cheap, offers children-friendly menu options and many branches include a playing area
- **Burger King:** the perfect burger experience for busy and picky-eating individuals 18+, because it offers customization through “have it your way” initiative and includes more higher quality ingredients than McDonalds- the burger is grilled.
- **Wendy’s:** the perfect meal solution for young people 18-25 looking for healthier fast food options, saving money and to get as much value as possible as the burgers “don't cut corners” and the menu offers seasonal salads.



# RESEARCH FINDINGS

- **Convenience:** Both customers and noncustomers admitted that they might choose Subway over a competitor based on location convenience. Many also mentioned ordering Subway for lunch due to the quick food preparation.
- **Customization and Variety:** Both customers and noncustomers value the customization of menu items.
- **Food Presentation:** Customers appreciate seeing their food being prepared as this minimizes any errors to their order as well as allows for more detailed orders.
- **Lunch time:** The most popular time to order or go to a Subway location is 11 a.m. - 1 p.m.



## RESEARCH FINDINGS (Cont.)

- **On-the-go dining:** Most of the interviewees see Subway as a place to grab a quick lunch and go, not a place that invites you to stay and eat your food there.
- **Freshness:** Most interviewees disfavor ingredient presentation. Letting the food sit out pre-cut makes it less appealing and compromises its perceived “freshness”. Also all participants were unaware that Subway’s bread is baked fresh daily at the location.
- **Healthy:** Most interviewees did not perceive Subway to be inherently healthy but instead relatively healthy when compared to other QSRs.
- **Lack of mobile app awareness:** All participants knew little to nothing about the Subway app, and no one ever used the app to order from Subway.



# CAMPAIGN GOALS

- **Convenience:** Position Subway as the top of mind convenient fast food option to grab a delicious, quick and healthy lunch.
- **Customization:** emphasize the large range of customizability Subway offers - providing customers the opportunity to make 'their' sandwich unique
- **Mobile:** Increase mobile app use



## THE TARGET - 27 year old Nick



He works at a financial consulting company as an accounting associate. He's comfortable at his job, but it's just a means to an end. He's always saving money for his next adventure. He loves to travel and live different experiences. For him, that's what life is all about.

He's single and lives with a roommate in a small apartment. On the weekends he likes to play basketball, binge watch all his favorite TV shows and just hang out with his friends.

His 9 to 5ish job is pretty hectic. On top of that he commutes home for about an hour. He appreciates efficiency and convenience. When he gets home, he's too tired to prepare his meals for the next day. On his lunch break, he goes to places nearby his work to grab a quick lunch. He has two or three places that he rotates throughout the week and at those places he has a few items on their menu that he gets every time.

When it comes to the food itself, he tries to eat as healthy as possible, but he doesn't count calories or cares about organic, gmo's or any of that. If the food looks like "real food" and it tastes good, he's satisfied. He is what you might consider *pseudo healthy*. Though he generally eats healthy, his busy lifestyle does not leave much time for exercise.





# THE POSITIONING

For young working people, Subway is the **right choice** for lunch because it offers convenience and a never ending variety of healthy options.

**extra value meals**

include medium fries and soft drink

large fries and soft drink +, add 119-130 Cal.

A 2,000 calorie daily diet is used as the basis for general nutrition advice; however, individual calorie needs may vary. Additional nutritional information available upon request.

<p><b>1 Big Mac</b> 0.00 550 Cal. 0.00 meal 930-1170 Cal.</p>	<p><b>2 Quarter Pounder<sup>®</sup> with cheese</b> 0.00 520 Cal. 0.00 meal 900-1140 Cal.</p>	<p><b>3 Double Quarter Pounder<sup>®</sup> with cheese</b> 0.00 750 Cal. 0.00 meal 1130-1270 Cal.</p>
<p><b>8 Southern Style Chicken</b> 0.00 420 Cal. 0.00 meal 800-1040 Cal.</p>	<p><b>9 Chicken Selects<sup>®</sup></b> 0.00 380 Cal. 0.00 meal 760-1000 Cal.</p>	<p><b>10 10 Pc. Chicken McNuggets<sup>®</sup></b> 0.00 420 Cal. 0.00 meal 850-1090 Cal.</p>

Some fast food chains only let you choose from a few numbers on a menu



**37,000,000**

**Sandwich Variations**



**THE POWER OF CREATING YOUR OWN UNIQUE SANDWICH WITH THE INGREDIENTS YOU LOVE.**

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**PREPARED BY OUR SANDWICH ARTISANS,  
EXACTLY THE WAY YOU WANT IT...**

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...AND WHEN YOU WANT IT



**SKIP THE LINE**

**ORDER AND PAY WITH YOUR PHONE**

**DOWNLOAD THE NEW SUBWAY APP  
OR VISIT [ORDER.SUBWAY.COM](https://order.subway.com)**

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FIND YOUR SANDWICH

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TV

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# TV - 15-30 Seconds Spot.





**DIGITAL**

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# MOBILE APP

Use of POS items (napkins and cups) for to provide an incentive for mobile app download.

Push notifications via app to promote **#FINDYOUR SANDWICH**





# SOCIAL MEDIA

# OUR SANDWICH OF THE DAY

Posts featuring the “**Sandwich of the Day**” on Facebook, Instagram and Twitter. Each post will have a “**combination #**” to emphasize the millions of customization options that are available.



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# YOUR SANDWICH OF THE DAY

We'll invite our social media followers to post their favorite creation using #FoundMySandwich. People will be voting for their favorite sandwich creation. Each month, we'll feature the **winner's creation** at Subways and then at the end of the year we will pick a grand winner creation which will become part of the menu permanently.

We'll create a CTA for digital and TV to promote this campaign.



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# WHAT'S YOUR SANDWICH? - Branded Content

In partnership with BuzzFeed, we will offer a Facebook quiz that will determine What's Your Sandwich.

ie: What's your favorite travel destination?  
How adventurous are you?  
What's your favorite food?

Buzzfeed - 5.8M Likes .. BuzzFeed Food - 12.8M Likes



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## MATCH YOUR SANDWICH



The Plan: get flirty with our audience, start new relationships, spice up some old ones, and make a tasty PR story.

Costs next to nothing, is engaging, entertaining and makes everyone feel loved (with some cheesy wordplay.)

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**RADIO**

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# SAVORY SOUNDBITES

Mix of :30s and :15s spots during midday schedule (10a-3p).

Uses different sounds to underscore the different types of sandwiches offered (each person bite sounds different from the other- shows uniqueness in finding your own sandwich)

DJ endorsements: highlights mobile app campaign



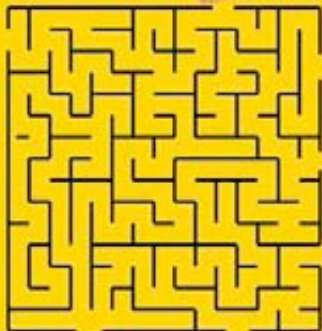
ON AIR

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# BILLBOARDS

THERE IS  
MORE THAN  
ONE WAY



#FINDYOUR SANDWICH

More locations than any other sandwich place.



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#FINDYOURSANDWICH



**SUBWAY**

More locations than any other sandwich place.

**SUBWAY**

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Your path to a perfect sandwich



**SUBWAY**



**#FINDYOUR SANDWICH**

REGENCY

**SUBWAY**

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WITH MORE THAN 44,000 LOCATIONS, IT'S EASY TO

#FINDYOURSANDWICH

**SUBWAY**

**SUBWAY**

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More than Two Million Ways to Make it Uniquely Yours



#FINDOURSANDWICH

**SUBWAY**

**SUBWAY**

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A billboard advertisement for Subway. The scene is set on a beach with a pier in the background. A man in a white t-shirt and khaki shorts is kneeling on one knee, holding a Subway sandwich and offering it to a woman in a white top and green skirt. The woman is smiling and looking at the sandwich. The Subway logo is in the top right corner of the billboard. The text 'You Know When You've Found The One' is on the left, and '#FINDYOUR SANDWICH' is at the bottom left. The billboard is supported by a black pole.

**SUBWAY**

You Know When  
You've Found  
The One

#FINDYOUR SANDWICH

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FIND YOUR SANDWICH

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