

SUBWAY® ATTRACTS WORKERS BACK TO CBD GHOST TOWN WITH MAMMOTH STUNT

The global sandwich brand has been non-stop in their mission to lift spirits

As Australians struggle to get back to a sense of normalcy following another pandemic peak, the empty streets of Melbourne's inner city continue to be a disheartening site for local business owners.

Despite the ease of restrictions and density limits, the return of workers to CBD offices has been slower than expected, as workplaces have comfortably adopted a new hybrid way of working from home.

One brand is on a mission to change this in a big way, which they've become famous for! Should you be one of the workers that ventured back into the city this week, you may have caught a glimpse of a 9-metre-long Subway® sandwich floating on the Yarra, and today, it's rolling through Melbourne's streets.

You are not imagining things! It really was a gigantic footlong making its way to a collection of CBD offices to thank workers for leaving the comfort of their sweatpants and home conference set-ups to get back into the rhythm of office-life.

Subway® Head of Marketing Rodica Titeica says the brand has been full of smile-worthy stunts this year, all in the name of a good cause.

“What else could lure people back into the city than a gigantic Footlong that looks delicious enough to take a bite of?”

“Getting workers back in the office is not only a benefit to the business owners that have

taken such a massive hit throughout the pandemic, including Subway franchisees, but it's a way to help us all to get back to a way of life that we remembered as being normal and happy.

“Sure working from home was comfortable for us all, including our own Subway headquarters’ employees, but the sense of comradery and togetherness you get from seeing your family of co-workers in person, is just something you can’t get through a webcam.”

Subway® were full of surprises during today’s stunt, parking their ginormous footlong sub in the heart of the CBD and providing free Subs to hungry office workers with truckloads full of their brand new, limited-time only Southern Style Chicken Range.

“Our Southern Style Chicken really gets mouths watering,” Ms Titeica said. “The tender, bite-sized, crumbed chicken is covered in an irresistible peppery, deep southerly flavour satisfying anyone’s craving for that delicious, crunchy, spicy bite.

“We first trialled it in a few restaurants last year, and due to it being such a wildly popular choice we decided to add it to our Autumn menu! Those who came to work today were lucky first to try it.”

Subway’s newest stunt has their loyal fans wondering what could possibly be next, after recently releasing Floating Footlong pool toys and their own branded Budgy Smugglers with both iconic merchandise designs flying off the shelves throughout Summer.

“Our merch has been so popular, we loved seeing the reaction when we took to beaches across the nation and made sure every Aussie made the most of their Summer. Even the Surf Lifesavers got right into the Floating Footlongs and Smugglers,” says Ms Titeica.

Southern Style Chicken is currently available at all restaurants across Australia, for a limited time only with contactless pick-up and delivery available with online ordering via the Subway Australia App and for delivery via Uber Eats, Deliveroo and Door Dash.

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About Subway® Restaurants

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in more than 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network of that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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