

SUBWAY® LAUNCHES FIRST FULLY INTERACTIVE 3D BILLBOARD ALLOWING PEOPLE TO WITNESS THEIR DREAM SUB BUILT ON-SCREEN

Images available here: <https://www.flickr.com/gp/taylorherringpr/c1m6WK30qJ>

Video available via YouTube here: <https://www.youtube.com/watch?v=-0p1grc0ScI>

24th August 2022: In a world media first, sandwich chain Subway® has launched an interactive 3D billboard allowing passers-by to virtually build their dream Sub on-screen.

Running over the weekend of August 20th to 21st, the innovative 3D out-of-home experience provided the public with the opportunity to customise their ultimate Sub on-screen, before seeing their creation come to life.

Subway ambassadors, hidden within the crowd, then surprised and delighted the public by delivering their Sub for them to enjoy.

The bold creative campaign, from Above+Beyond, ran at Westfield Stratford City, with the aim of continuing to build on the brand's fame, innovation and showcase some great tasting and craveable Subs.

Angie Gosal, Head of Marketing, Subway UK & Ireland: "This is a first in marketing, trying to find new ways to reach Subway fans and give them a chance to enjoy their Sub just the way they want. Subway always puts customers first and this campaign is another example of this."

Dom Goldman, Chief Creative Officer from Above+Beyond: "Embracing new technologies and pioneering ways to interact with audiences is always exciting. We've seen many great 3D billboards, but creating a fully interactive screen with fulfilment baked in is a first."

To find your nearest open Subway store, visit www.subway.com/en-GB.

ENDS

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For information on the Subway® brand please visit: www.subway.co.uk

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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 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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