

SUBWAY® STEPS UP TO THE PLATE WITH BOLD BIGGER-ER CAMPAIGN

20 March 2023: Today, Subway® Australia has launched a bold, new campaign dubbed BIGGER-ER that has Aussies questioning why they've ever been buying burgers.

While Aussies are facing a grim economic climate of inflation, rising interest rates and smaller disposable incomes, Subway's new campaign shows there is some respite for consumers where not everything costs more, for less (especially not Subway Footlongs).

Subway ANZ Head of Marketing, Rodica Titeica says, "With cost-of-living pressures increasing, we know just how important "value for money" is for Aussies. That's why the iconic Subway Footlong continues to represent indisputable value that is not only convenient but also a guilt-free, better-for-you food option."

To do this, Subway has launched a series of bold assets positioning the Footlong beside some well-known burgers in the Quick Service Restaurant (QSR) market to demonstrate the size comparison.

While a picture says a thousand words, the humorous creatives scream just a few, "We are BIG".

To bring the items to life, comedy duo and icons in their own right, Hamish Blake and Andy Lee play the voices of the products in what will be their first ever QSR partnership.

While both products look equally delicious, the campaign highlights another important factor, the bang for buck appeal of our Footlong.

Consumers will be able to spot the Subway BIGGER-ER campaign on TV, in mischievous OOH locations and on Spotify.

For further information on Subway Australia, visit: www.subway.com/en-au

To watch the TVCs, visit: www.youtube.com/watch?v=U_zvp7WQ1Fw

AU TVC links:

30" – Child: <https://youtu.be/7y7GX2ebsWg>

15" – Perspective: https://youtu.be/nL_qKnwbmXQ

15” – 10 Pounds: <https://youtu.be/R7VN5eNDRDw>

15” – Profile: <https://youtu.be/-eZie1qen78>

15” – Tiny Hat: https://youtu.be/U_zvp7WQ1Fw

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 nearly 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes thousands of dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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