

"AN 'ENJOYABLE' ENCOUNTER BETWEEN A LEADING BRAND AND A TRENDING HALLYU STAR!"

Subway Appoints Cha Eun Woo as Brand Ambassador...

Unveiling New Brand Campaign 'Eat Fresh, Feel Good'

- The emotional message of 'Feel Good' is delivered together with the brand's unique value of 'Fresh'
- Conveying the meaning of "Fresh Subway sandwiches add happiness and vitality to customers' daily lives"
- Brand ambassador Cha Eun Woo spreads the core message of the 'Eat Fresh, Feel Good' campaign throughout Asia.

[SUBWAY=2023.06.30] Subway, the global sandwich brand representing the entertainment industry, is launching a new brand campaign with Cha Eun Woo, the "perfect man" representative.

On the 30th, Subway announced that they have selected Cha Eun Woo, who is active as a singer and actor, as their new brand ambassador and will be rolling out the new brand campaign, "Eat Fresh, Feel Good."

In this campaign, Subway will deliver the emotional message of "Feel Good" along with their brand's unique value of "Fresh." It signifies that Subway's fresh sandwiches, filled with freshness, add happiness and vitality to customers' daily lives. Emphasizing the fact that Subway sandwiches, made to order using freshly baked bread and high-quality vegetables supplied daily, not only provide customers with freshness and healthiness but also bring them a pleasant day.

Brand ambassador Cha Eun Woo will kick off the campaign with the release of the "Eat Fresh, Feel Good" campaign video, which will be broadcasted in major Asian countries next month, including Korea. He is expected to continue various activities with Subway. Cha Eun Woo's healthy and refreshing image, showcased through diverse activities as a Hallyu star encompassing both domestic and international markets, perfectly aligns with the core message of this campaign: "Fresh" and "Feel Good."

The Subway marketing representative stated, "Cha Eun Woo's attractive appearance, refreshing energy, and sincere image will create a positive synergy with the brand values that

Subway aims to convey through this campaign." They expressed anticipation for a variety of activities to be presented by Subway and Cha Eun Woo, including product advertisements and store events.

<https://regional.newsroom.subway.com/2023-06-30-An-Enjoyable-Encounter-between-a-Leading-Brand-and-a-Trending-Hallyu-Star>