

SUBWAY® SOCCEROOS A CLEAR WINNER IN NEW FEEL GOOD FOOTBALL CAMPAIGN

10 JUNE 2024: The star power of Australia's Subway® Socceroos **Joe Gauci**, **Harry Souttar** and **Adam Taggart** is almost eclipsed by a humble groundskeeper in *Feel Good Football*, an uplifting new television commercial premiering on **Tuesday 11 June**.

The fun and fresh new commercial campaign spotlights the winning partnership between the renowned Australian men's national football team and naming rights partner, Subway® Australia.

The upbeat commercial starts with Souttar and Taggart running drills on the pitch before Gauci, high in the grandstands, sets aside his Subway Footlong® sub to kick a ball, straight and true, to his Australian teammates.

Swept up in the exciting moment, a groundskeeper abandons his lawnmower and starts commentating the action as Souttar takes the pass and deftly kicks it to Taggart who boots the ball into the back of the net; players and groundskeeper all celebrating the goal before Gauci reclaims his sub.

Subway® Australia Director of Marketing **Rodica Titeica** said *Feel Good Football* illustrated the brand's authentic commitment to helping Australians *Eat Fresh. Feel Good.™*

"Subway fuels Australian bodies with better-for-you food and that's why it is nationally loved by people who play sport, from community teams to high-performance Subway Socceroos," Ms Titeica said.

"We are delighted to tap into the skills of these talented Subway Socceroos players – and

their equally passionate groundskeeper – to produce a commercial that makes Australians feel good.

“It is also fitting that Harry Souttar plays a starring role after his creative Subway order – since dubbed the ‘[Souttar Sub](#)’ – went viral last year.”

Football Australia’s Chief Revenue Officer **Tom Rischbieth** said Subway’s visible support of football at all levels is helping grow the game and inspire the next generation.

“Subway has been an incredible partner for Football Australia, supporting our national teams, inspiring families and supporting the clubs that support their communities. This latest campaign once again shows Subway’s love for our great game and we know fans right across the country will have fun watching,” Mr Rischbieth said.

Developed by Subway® Australia in collaboration with TeamFresh creative agency Publicis Worldwide Australia and The Producers production company, the wholesome campaign’s debut coincides with the Subway® Socceroos FIFA World Cup 2026 qualifying match against Palestine in Perth on June 11.

The Subway® Australia and Paramount+ media partnership by TeamFresh media agency Zenith will see the commercial feature on stadium screens and across social media, billboards and via homepage takeovers.

For further information on Subway® Australia, visit: subway.com/en-AU/

Additional assets available online: [Photos](#)
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