

# Subway® Turns The Heat Up With Its New SubMelts® Campaign This Autumn Across The UK & Ireland

**Engaging multichannel campaign for SubMelts® double-downs on Subway's Series campaign with a special focus on its range hot on the go panini style Subs!**

**London, United Kingdom – 11 September 2023:**

Subway® announces a dedicated SubMelts® ATL campaign that is hot on the heels of this summer's launch of the Subway Series menu, which included 15 new chef inspired recipes. Three of those recipes are the delicious, mouth-watering SubMelts®, which are created to drive consumer consideration and brand love for the new expanded Subway menu into Q4.

The campaign will represent a substantial investment by Subway, and launch on 11<sup>th</sup> September across multi-media channels, including TV, VOD, OOH, Radio, In-Store and social.

A new TVC spot – 30" and 10" running on Linear TV in ROI, with the 30" running on VOD in UK – will leverage the taste differences within the father-son dynamic to highlight how, for the first time in Subway's history, guests can enjoy two ways to Subway across its 2,300 plus restaurants.

With SubMelts front-and-centre of this spot, Subway will revisit the choice guests now have between the 15 all new irresistible chef-inspired creations, for a simple, fast, and tasty Subway experience, in addition to the create their own custom-made Sub, Wrap, or Salad options.

SubMelts represents a key differentiating offer for Subway. Stores have been fitted with a special 'melt plate' to offer consumers with a unique and fresh panini-style Sub. As we enter the winter months more guests will be seeking these on-the-go hot pressed Subs: the 'Pizziola'; the 'Big Cheese Steak'; and the 'Supremo' all scratching this itch – with a gooey double cheese bite that is made up of a delicious mozzarella base and American cheese topping.

The creative, developed by Saatchi & Saatchi, will continue the humorous debate around how guests in the UK and Ireland can now pick their camps: a Create-Your-Owner; a Series

lover or those that meet in the middle and enjoy both. The campaign will inspire others to question where they stand and to tap into new ways to enjoy Subway.

Leaning into the fact that the UK and Ireland are a nation of sandwich lovers, eating 3.6 billion sandwiches on average per year<sup>[1]</sup>, the campaign aims build upon the curiosity, debate and nationwide conversation that was kicked off with the Series launch earlier in the year.

Reaching 94% of 18–44-year-olds through nationwide AV, spanning linear TV, VOD, OLV and radio, the brand will invite people to pick a side, before bold OOH activations that will spotlight mouth-watering, cheese-pulling, SubMelts.

Kirstey Elston, Marketing Director for the UK and Ireland also commented: “We’re delighted with the impact SubMelts has had since its launch, with freshly made and full fillings being called out by those that have given these Series hot pressed eats a go. With this campaign we wanted to celebrate these fantastic creations made by Subway, for you – tapping into those crave moments while using a humorous father-son moment to remind guests that whichever way you choose to Subway, we’re still here to make great tasting food”.

**-ENDS-**

**For media inquiries, please contact: [SUBWAY\\_MSL\\_TEAM\\_GBR@mslgroup.com](mailto:SUBWAY_MSL_TEAM_GBR@mslgroup.com)**

#### **Editor’s Note:**

This campaign has been broadened further by a cohort of Publicis Groupe agencies, with Taylor Herring supporting on UK external comms and Teneo in Republic of Ireland, Digitas leading on Loyalty and Digital across CRM, app & paid social and media agency Essence Mediacom. Following an initial launch phase, Digitas drove return visits through a strong bounce back offer and trial of the new SubMelts menu via product ‘spotlights’.

#### **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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#### **About Saatchi & Saatchi**

Saatchi & Saatchi have a simple ambition to create the most influential creative ideas from modern Britain, a mission recognised by its inclusion in Fast Company’s Most Innovative

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This spirit is brought to bear on transformative work for clients including EE, BT, Direct Line, GSK, Britvic, Pilgrims and Siemens, alongside recent new business wins including Subway, AlTi and OVO. The company also launched Upriser in late 2022, a free to access creative schools' platform available to any secondary school in the UK.

The Saatchi & Saatchi network unites 114 offices in 67 countries and 6,500 people. Saatchi & Saatchi is part of the Publicis Groupe.

[www.saatchi.co.uk](http://www.saatchi.co.uk)

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[1] According to a [FoodMadeGood report](#), 2022

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<https://emea.newsroom.subway.com/Press-Releases?item=122562>