



Client: the SUBWAY® chain Project: Communicating health

2009
PRWeek
ONES TO WATCH

OBJECTIVE

To communicate the SUBWAY chain's health and wellbeing brand positioning and draw attention to the chain's key brand asset – fresh food that fits within your lifestyle

STRATEGY

- MTPR recommended that SUBWAY implemented three communication pillars
 - Nutrition and diet
 - Fitness and exercise
 - Lifestyle and image
- Created a F.A.B team (fresh advisory board) made up of top nutritionist, celebrity trainer and UK's no.1 female snowboarder to fit with each pillar
- Created a FRESH START plan offering nutritional, exercise and motivational tips in partnership with Fitness First

RESULTS

- 77 items of media coverage across national, regional, broadcast and online
- Total AVE of £316,533
- Reached a circulation and listenership audience of 6, 275, 573

The relentless pursuit of results

WIN A FRESH START SUBWAY
eat fresh.

Get the body, nutrition and life you deserve with the SUBWAY® FRESH START Plan.

The SUBWAY® chain has launched the FRESH START plan with celebrity fitness and nutrition experts. It's your chance to win a 12-month Fitness First gym membership and a 10-coaching session with Britain's top female snowboarder, Lesley McKeena. What's more, to keep them in the best shape of your year, the winner will receive a 12-month Fitness First gym membership, plus a one-week supply of fresh and tasty SUBWAY® subs from the '92 to the '94 range.

The SUBWAY® FRESH START plan is easy to follow and you should see results in just a few weeks. To download your SUBWAY® FRESH START plan, visit www.subway.co.uk.

To get in the swing of things now, go to www.fitnessfirst.co.uk/subwayfreshstart and receive a FREE one-day guest membership, courtesy of Fitness First and SUBWAY.

For your chance to win, tell us: What's your SUBWAY® FRESH START plan goal?
Test your answer to 88886 or call 0800 551 4519* having your name and answer. For postal entries see www.subway.co.uk Terms & Conditions (right).

HOW TO ENTER
Send your answer together with your name and address (please include telephone number) to: Subway Competition, Mail Publications Ltd, Bluebird's Corner, Brewery Road, Hull, HU1 3LS. Closing date: 11.05.2009. The first correct entry drawn for the winner. Local competition rules apply. See today's Classified section.

MAIL
Fitness First

COMPETITION

Get expert help

Get the body, nutrition and life you deserve with the SUBWAY® FRESH START Plan. So give it a try and visit www.subway.co.uk to let the experts help you.

To download, the SUBWAY® chain is giving one lucky reader the chance to win a Subway® Fresh Start.

On March 15, the lucky winner will spend a day at a gym where they will receive a personal training session with celebrity fitness trainer Simon Webster, a personal consultation with top nutritionist Juliette Kellon, and a 10-coaching session with Britain's top female snowboarder, Lesley McKeena.

The winner will also bring a one-week Fitness First gym membership and a one-week supply of fresh and tasty subs from the SUBWAY® chain to the winner.

This includes a week's supply of delicious subs: the 'Veggie Delight', 'one touch' light turkey, chicken breast, ham, turkey breast, turkey breast and ham, Subway® 'Egg', 'Egg and chicken breast'.

If you're not the lucky prize winner, you can still make the most of your year by downloading the SUBWAY® chain's FRESH START plan at www.subway.co.uk. This plan will receive a FREE one-day Fitness First gym membership by visiting www.fitnessfirst.co.uk/subwayfreshstart.

WIN Fresh Start fitness sessions

The chance of winning, however this promotion: 'Who founded the SUBWAY® chain in Connecticut in 1962? Send your answer on a postcard with your name, address and daytime telephone number to: Subway Competition, Subway Corporate House, 15th Floor, 100 Park Street, North Chelms, SSM 1HN. Closing date: 16 February 14.

Simon Webster, Lesley McKeena and Juliette Kellon.

McKenna Townsend public relations