



# Client: The SUBWAY® chain

## Project: Comic Relief Sponsorship



### OBJECTIVE

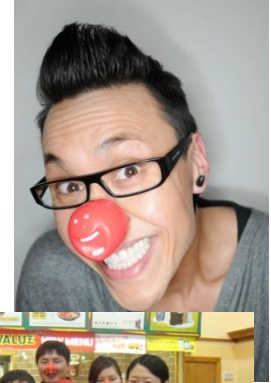
The SUBWAY chain became an 'official partner' of Red Nose Day 2009. McKenna Townsend PR was tasked with driving media coverage about the sponsorship and engaging franchisees to fundraise and 'Do Something Funny for Money'

### STRATEGY

- Implemented national and regional media relations programmes
- Produced fundraising collateral to encourage 'buy in' to fundraising and local PR activity, as well as expand awareness of the campaign
- Implemented an internal communications programme to support and advise franchisees – encouraging take-up of collection tins by 1,300 stores

### RESULTS

- 1,002 stores (77%) engaged in fundraising activity
- The campaign generated 155 pieces of media coverage worth £125,291
- Reached a total of 13,213,871
- Hit fundraising target and raised £500,000
- All 1,300 stores had collection tins in-stores



**Walking 23 miles on a roll!**

Staff go the distance for charity

**By LINDSAY YOUNG**

SUBWAY sandwich shops across Croydon and beyond raised £1,000 for Comic Relief. Staff at Subway shops in Wincoburn, Letchford, Thornton Stanley Road in Booths, Chatterton and Green George's Road in Liverpool helped raise the cash. Workers at the Thornton shop also dressed as school children to raise money for Red Nose Day.

was fitting but it was pleasing to do, since I know I had fitness. "It was good because a lot of people were keeping their horses as they went past and showing encouragement." He also held a fundraiser a few days before where he un-



### IN BRIEF

#### Taste for charity

Staff at Subway sandwich shops across the region have raised more than £1,000 for Comic Relief. Staff members, including those at the Bradford city centre branch, wore fundraising fancy dress on Red Nose Day March 13.

