



# Client: The SUBWAY Chain Project: Driving franchise sales

2009  
**PRWeek**  
ONES TO WATCH

## OBJECTIVE

Raise awareness of the franchise opportunities available with the Subway chain and drive sales leads.

## STRATEGY

- Manage tour of national print and broadcast media with Subway founder and CEO, Fred DeLuca
- Use hook of Subway overtaking the number of McDonald's stores
- Extend the media coverage through regional campaign highlighting individual franchisees

## RESULTS

- 90 pieces of coverage
- TV, radio, national and regional newspapers, online and trade
- 11 face-to-face media interviews
- 36% increase in franchise enquiries

