



Client: Subway Project: Product launch



OBJECTIVE

Launch the new Reggae Reggae Chicken Sub to consumers and increase footfall in Subway stores through generating national and regional broadcast, print and online coverage.

STRATEGY

- Utilise hook of Subway working with Dragon's Den celebrity, Levi Roots
- Launch product with photocall of Levi and Subway branded van
- National and regional press tour with Levi - including delivering the product for trial
- Research into summer loving to create a news hook for discussion

RESULTS

- Eight media interviews secured with Levi Roots
- 36 pieces of significant national and regional coverage generated - worth over £500K (AVE)
- Over 40 million opportunities to see and hear about the new product



Life tastes good for Levi Roots



The relentless pursuit of results

