

# Subway® unveils new TVC with prime time launch on Love Island

## Subway Series is the biggest marketing investment in more than 25-years in the region

**London, United Kingdom – 6 June 2023:** Today, Subway aired two new TVCs, bringing the announcement of the Subway Series menus into homes across the UK and Ireland. The advertisements premiered during the launch of this summer's Love Island on Monday night (5 June), as part of a historic marketing campaign for Subway, returning to tv after several years.

The multi-channel strategy, covering both the UK and Ireland, is sparking a light-hearted debate, as consumer research and the adverts reveal there are two types of people in this world. Those who want to pick everything, and those who are happy to go with the flow. With the introduction of the Subway Series menu and 15 exciting new creations, there's now two ways to Subway, and both groups will find their stomachs rumbling for a delicious footlong.

### Love Island

Spearheading this debate was the launch of the TVC during Love Island, which depicts three fictional Islanders speaking to camera in a 'meet the islanders' style spot, talking about what they are looking for. The TVC leads the viewer to believe the islanders are talking about traits they look for in a potential partner, until we reach the rug pull moment revealing they are standing in a Subway store talking about the kind of Sub they are looking for.

The Love Island spot can be viewed here [XXX](#)

### Subway Series TVC

Additional TV spots launched with a pair of 30sec ads that personify each group. Watch as a particular woman is flabbergasted by her relaxed boyfriend's blasé attitude to what goes on his Sub, and an exhausted office worker tries to convince her micromanaging boss to go with the flow when ordering lunch. Then, ask yourself the question... There's two ways to Subway, so which way are you?

Both advertisements can be viewed [here](#).

Kirstey Elston, Marketing Director, Subway UK and Ireland comments: "Where better to spark a debate than during Love Island, we know people are as passionate about their Sub order as they are about who is coupling up with who. This is Subway's return to tv after

several years and we can't wait to start a new conversation about Series, and we want to know 'which way are you?.'

Franki Goodwin, CCO, Saatchi & Saatchi said of the partnership: "From the very start this was a brilliantly counter intuitive brief because Subway has uniquely revolutionised their menu... with a menu. We've found the perfect vehicle to spark debate and get the nation arguing about lunch (something important for a change!). We're so excited to see this campaign out in the world and to challenge the classic way to Subway with a whole new way."

The advertisements mark the first venture for the new partnership between Subway and Saatchi & Saatchi.

-ENDS-

**For media inquiries, please contact:** SUBWAY\_MSL\_TEAM\_GBR@mslgroup.com

**Editors Note:**

Below are the full credits for the TVC campaigns, both TVC advertisements can be viewed [here](#).

SERIES CREDITS LIST:

CAMPAIGN TITLE: There's Two Ways to Subway

CLIENT: Subway

ADVERTISING AGENCY: Saatchi & Saatchi

CCO: Franki Goodwin

CREATIVE DIRECTOR: Simon Bird

CREATIVES: Sam Pascoe and Heath Sims

PLANNING DIRECTOR: Craig Adams

BUSINESS LEAD: Emily Carr-Bennett

ACCOUNT DIRECTOR: Libby Conroy

ACCOUNT MANAGER: Zoe Lloyd

AGENCY PRODUCER: Simon Stewart

MEDIA BUYING AGENCY: Essence MediaCom

PRODUCTION COMPANY: Prodigious

PROD CO PRODUCER: Thu Minh Nguyen

DIRECTOR: James Haworth

EDITOR: Adam Spivey / The Assembly Rooms

POST-PRODUCTION COMPANY: Company 3 / Prodigious

POST-PRODUCTION PRODUCER: Hannah Gant

LOVE ISLAND CREDITS LIST:

CAMPAIGN TITLE: My Order on Paper

CLIENT: Subway

ADVERTISING AGENCY: Saatchi & Saatchi

CCO: Franki Goodwin

CREATIVE DIRECTOR: Simon Bird

CREATIVES: Olivia Weston and Emily Downing

PLANNING DIRECTOR: Craig Adams

BUSINESS LEAD: Emily Carr-Bennett

ACCOUNT DIRECTOR: Sarah Covill

ACCOUNT MANAGER: Zoe Lloyd

AGENCY PRODUCER: Nicola Martin

MEDIA BUYING AGENCY: Essence MediaCom

PRODUCTION COMPANY: Prodigious

PROD-CO PRODUCER: Will Breeden

DIRECTOR: Ben Tonge

EDITOR: Tim Hard, Stitch

COLOURIST: Steffan Perry, Company 3

POST-PRODUCTION COMPANY: Prodigious

POST-PRODUCTION PRODUCER: Sam Faulkner

### **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 Companies List 2023.

This spirit is brought to bear on transformative work for clients including EE, BT, Direct Line, Subway, Britvic, Pilgrims and Siemens, and in a series of standout new business wins for 2023 including The John Lewis Partnership, (incorporating John Lewis, Waitrose and John Lewis Financial Services) 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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<https://stage.mediaroom.com/subway-emea/2023-06-06-Subway-R-unveils-new-TVC-with-prime-time-launch-on-Love-Island>