



Local Media Works Awards Brief

The Client

Subway was established in Connecticut in 1965 and has gone on to become the world's largest Quick-Service Restaurant in terms of store count. Subway's success has been built on three key pillars:

- Customisation – Every Subway sandwich or salad is made in store in front of the customer, and is bespoke to their preferences. No other fast-food provider can come close to Subway in terms of control and customisation for the consumer, with 50m possible combinations.
- Health – Subway has earned a worldwide reputation for offering a nutritious alternative to traditional fast foods. All Subway 6" sandwiches come in under the government guidance for a lunch of no more than 600 calories.
- Value – Subway has built its reputation and success on offering great quality products at accessible prices.

All Subway stores are owned and operated by franchisees. This means that in effect they are all small businesses, and most store owners live and work in their local community. With this background Subway are strong believers in the power of connecting at a local level.

Background

Subway has enjoyed significant store growth in the UK over recent years, but the eating on-the-go category is becoming ever more competitive. There is also increasing competition from local operators, particularly those with a 'street-food' style offering.

In this context it is essential that Subway leverage any points of difference vs. the competition to maintain its market-share. National campaigns are also ready planned to communicate health, customisation, and value, but a role for local media has been identified, and this is where you come in.

Objective

Research has shown that consumers generally regard Subway as a large US-focused corporate entity, and this is not seen as a brand asset. Knowledge and understanding that most Subway stores are locally owned and operated is very low.

The objective of this campaign is to turn these existing preconceptions on their head. Subway wants to turn its franchisees into local heroes by celebrating their great contributions to their local communities:

- By investing in local businesses, they are creating high quality jobs and opportunities for young people

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- Subway stores help to support under-threat high-streets, attracting customers and in-turn supporting other local businesses
- Subway franchisees get involved in their local communities in many ways, from working with schools to help raise awareness of healthy eating, to supporting local sports clubs

A secondary objective will be to raise awareness of the opportunities for entrepreneurial local people to start their own businesses through Subway. Subway is looking for energetic, committed and passionate individuals, and would like this campaign to encourage them to consider Subway as a route to achieving their goals.

Implementation/media strategy

The media budget is £100,000. The media strategy must have local media, local newspapers in print and digital, at its heart, but could also include other media to supplement this activity. The campaign could explore media partnerships, competitions, sponsorship, and innovative routes to market. In particular, the media plan must interest, be original and challenge perceptions around the Subway brand and its role in the community. The response needs to be in Microsoft Word format (additional visuals, presentations, and videos in other formats can also be sent over) ideally in the following order;

- Executive Summary
- Audience Insight
- Strategy
- Plan
- How do you plan to measure the activity?

Please clearly identify which category(s) you are entering:

- Best original thinking
- Best use of multi-platform
- Best use of content
- Best strategy
- Best use of local targeting
- Best use of JICREG

Local Media Stats:

- There are over 1,000 local newspapers in the UK (Local Media Works).
- Local news brands, in print and online, are among the UK's most popular media, reaching 42 million people (YouGov 2018).
- Local press in print and digital is the most trusted source for local news and information (YouGov 2018).
- Local newspapers in print and digital (74%) are more than three times more trusted for local news and information than social media platforms such as Facebook and LinkedIn (22%) (YouGov 2018).
- 51% of local media site users took an action as a result of seeing an advertisement in the last month (Comscore/1XL).
- Life is local. Nine out of 10 people spend the majority of their time and money within five miles of home and they're proud of the area they live in. (Consumer Catalyst, Think Media)

- [JICREG](#) is the industry currency for local media audiences in the UK. It is used by publishers to demonstrate the size and quality of audiences to local media in print and online. Advertisers and agencies use JICREG for planning and buying campaigns in local media.
- Local Media Works runs the [Featurelink service](#) which enables national advertisers to place branded content next to adverts in local papers across the UK, creating a powerful and compelling route to connect with local communities.

Note: This brief is an exercise for the purpose of the Local Media Works Awards only. Any questions please contact Justin Fenton on justin@localmediauk.org or call on 020 7963 7487