

SUBWAY

Brief

To Cookie lovers across the country, there is one word that describes Subway Cookies. PERFECT!

- Subway Cookies are soft, gooey, scrumptious, delicious. Perfect.
- They are perfect as a treat and they are perfect partner to any meal.

Subway needed a campaign that was:

- Fun and energetic.
- Highlight the Subway® cookie experience.
- Highlight the TASTE cues of the delicious and scrumptious cookies.
- Long term strategy to promote the permanent range of cookies.

Campaign Objectives

- Promote the amazing taste sensation of Subway® cookies
- Drive trial of the new flavour Raspberry Cheesecake
- High share-ability within online networks
- Out of the box but still within the Subway® brand direction
- Promote impulse purchase of cookies.

Insights and Solution

What is Australia's Favourite Subway Cookie? Nova wanted to find out which cookie the nation goes CRAZY for? BUT how can you vote for your favourite cookie if you don't know them all... intimately?? On-air Nova profiled the four cookies with their very own personality matching the cookie's look and taste. The cookies campaigned why they are SOOOO good, highlighting their individual taste. Nova also drove listeners to the Subway Australia facebook page to vote for their favourite. Once the nation had voted we profiled the winning cookie... White Choc Chip Macadamia!

Results

The campaign ran for a total of four weeks:

- Sales of cookies increased by 24%
- Sharing on Facebook saw a significant uplift.



Station

Nova 96.9, Nova 100, Nova 106.9,
Nova 91.9, Nova 93.7

Campaign type

Promotion

Promotion timeframe

4 weeks

Target market

10-17 years, 18-24 years,
25-39 years, 40-54 years,
55-64 years, 65+ years

“The Nova team went above and beyond with our Cookie campaign. They developed and executed a plan that exceeded our expectations by delivering a fun and on brand creative that was designed to talk to our customers in a fun and energetic way. We couldn't be happier with the outcome of the promotion and we will be looking to Nova for our follow up campaign for Cookies.”

Marketing Director, Ripe Solutions