

plzz ATL



# SUBWAY®





**YOUNIVERSITY**



# Audience

Jake, 19  
Student

Jake is in a fraternity at the University of South Carolina. He is an out of state student so he rely's on student loans and scholarships to make his education affordable. This means he is very much attentive to where his GPA is at throughout the school year. He enjoys hanging with his friends and going to socials on the weekend.





# Audience

Megan, 20  
Student

Megan attends the University of Alabama at Birmingham. She has just recently taken a part-time position at a company in Birmingham where she has been interning the past two summers. She has a golden retriever puppy she recently created an Instagram account for her dog.





# Audience

Bailey, 21  
Marketing Agency  
30K

Bailey is a ski bum at the University of Colorado and is a semester away from graduating. She is a local girl and basically learned to snowboard before she could walk. No, she doesn't smoke weed, it's an allergy thing. She loves to spend her weekends on the mountain with her boyfriend, Mark.





# Strategy

Objectives	Insight	Opportunities	Strategies
Traffic	Subways attempt to eat fast and fresh has fallen short due to the poor quality of produce. This keeps the modern millennial away and purchasing the competitions fresher product.	Since subway is already a recognizable name, they should use that brand value to take a risk and strategize a way to specifically target millennials.	Consider an approach that re-vamps subway locations on college campuses, use interactive and engaging in-store experiences and product branded to partner with local university.
Frequency	Subway’s frequency suffers due to the lack of offered promotions and rewards, as well as a dull in-store experience.	Subway might consider a rewards program specifically geared towards student incentives. This could be a partnership with the university that encourages academic and student life development that corresponds to engagement with subway incentives.	Consider a program based on levels of student involvement or academic standing, university and subway encourage students to reach higher tiers for more benefits.
Meals	Though subway offers a customizable sandwich, the lack of other meal and side options significantly reduces consumer interest.	Subway might consider offering more meal options and combo plans that have a larger variety of taste which appeals to a more diverse campus.	Consider a variation of menu and meal options, geared towards study groups international students, and signature items branded specifically for the university and game day events.



# Traffic

## Insight

Subways attempt to eat fast and fresh has fallen short due to the **poor quality** of produce. This keeps the modern millennial away and purchasing the competitions fresher product.

## Opportunities

Since subway is already a recognizable name, they should use that brand value to take a risk and strategize a way to **specifically target millennials**.

## Strategy

Consider an approach that **re-vamps** subway locations on **college campuses**, use interactive and engaging in-store experiences and **product branded** to partner with **local university**.

## Tactics

**Sub Bar:** Enter space using student ID, select a **bento box** (drink included). Automatically charges registered account. Loyalty program linked to scan frequency.



# Traffic

Sub Bar: On campus, sandwich and meal vending bar with free style drink machine.

These can only be operated with a student card. Charges apply directly to card.

A grab and go feature similar to the amazon store experience. College students can pick up meals on their way to class.





# Frequency

## Insight

Subway's frequency suffers due to the **lack of offered promotions** and rewards, as well as a dull in-store experience.

## Opportunities

Program geared towards **student incentives**. A partnership with the university that encourages **academic and student life development** that corresponds to engagement with subway incentives.

## Strategy

Consider a loyalty system based on **levels of student involvement** or academic standing, university and Subway encourage students to reach **higher tiers for more benefits**.

## Tactics

Sub Bar: **GPA linked to student account**. If your GPA is higher than 3.0 you get a free drink or cookie.

Store: For those with a of 3.5+ get 1 meal free during finals week



# Frequency

GPA / Loyalty program: encourages students to continue visiting the sub bar and campus store.

A discount that corresponds with your score personalizes the interaction.

For every five meals, purchased from the bar, student receives a discount on a beverage.





# Meals

## Insight

Though subway offers a customizable sandwich, the **lack of other meal and side options** significantly reduces consumer interest.

## Opportunities

Subway might consider offering more meal options and **combo plans that have a larger variety** of taste which appeals to a more diverse campus.

## Strategy

Consider a variation of menu and meal options, geared towards **study groups international students, and signature items branded** specifically for the university and game day events.

## Tactics

Store: **tailgate pack** for game days or **vegetarian options, ethnic foods** for international students, salad pizza, location specific food.

Sub Bar: **Late night Study packs.**



# Meals

Study packs branded as brain food: will increase energy levels and keep you going.

Bento boxes for quick ethnic meals, available to grab at sub bar.

Meals tailored to university - will create a sense of community. e.g. - speciality sauces, packaging, ingredients.





# Experience

Campus re-vamp offers opportunity for local student bodies or clubs to personalize the store.

For example during special events or occasions the art department could install a mural specific to the area or event. This makes the students an integral part of Subway's campus presence.

