



**Subway® Launches "Make It What You Want" Campaign**  
*Empowering Creative Campaign is the First in the U.S. from  
New Agency Partner Dentsu Aegis Network*

**Milford, CT (Feb. 15, 2018)** –Subway restaurants, the leader in freshly-made, delicious, customizable sandwiches, empowers customers to enjoy handcrafted subs and salads at a price they can afford. Today, a new multi-channel marketing campaign from the world's largest restaurant chain intensifies the brand proposition to "Make It What You Want."

The integrated campaign launches across TV, social and digital channels in the U.S., beginning with a 60-second broadcast ad called "Anthem," which will debut during NBC's evening broadcast of the Olympic Games on Thursday, Feb. 15. The spot features live action and user-generated content to showcase real people living their best lives, and Subway fuels their experiences. It is the first work produced for Subway by The Franchise @ Dentsu Aegis Network.

"This campaign marks a new direction for us," said Chris Carroll, Chief Advertising Officer at Subway. "We're defining who we are in a more contemporary way, and uniting our brand with today's consumer's lifestyles, but the fundamentals don't change. Customization, every day affordability and delicious, nutritious sandwiches are still at the core of our business."

The Franchise @ Dentsu Aegis Network is a customized team powered by talent from across the Dentsu Aegis Network, including Carat NY, mcgarrybowen NY, Carat Canada, and DentsuBos. Strategy and creativity for the campaign were guided by a people-first worldview, achieved through advanced analytics.

"Subway is the only quick-service restaurant that truly celebrates individuality and customization," Craig Cimmino, Executive Creative Director, mcgarrybowen NY. "By highlighting that you can 'Make it What You Want' in life and at Subway, we've created a rallying cry for Subway customers, franchisees, and the brand."

The campaign comes after a major shift in marketing strategy for the sandwich chain. For the first time in more than 25 years, the brand consolidated its U.S. and Canadian media and creative business with one partner. View the spots on [YouTube](#), and join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#).

### **About Subway® Restaurants**

Subway offers a fresh alternative to traditional fast food, serving 7 million made-to-order sandwiches a day. Guests choose from 37 million combinations of quality proteins, fresh vegetables and bread baked daily. The world's largest restaurant chain serves nutritious and delicious subs, soups, and salads at more than 44,000 restaurants in 113 countries. The Subway experience is also delivered online at [www.Subway.com](http://www.Subway.com) and through the Subway App, available in select markets at the Apple App Store and Google Play.

Founded by then 17-year-old Fred DeLuca and family friend Dr. Peter Buck more than 52 years ago, Subway is still a family-owned business today working with more than 21,000 dedicated franchisees in communities around the world.

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