



PITCH PRESENTATION

TEAM MEMBERS

Meet our marketing experts:

SOFIE R



KATIE M



OLIVIA S



ELLIE B



TOM S



PROBLEM DEFINITION



**Declining
Consumer Trust**



**Weakening Brand
Perception**



Reputation Damage



**Increased
Competition**



Behind The Times

CONSUMER INSIGHT

“As a busy mom of three, the last thing I need to worry about is food. I am serving my kids on the go!”



Jane Smith, 45, Denver, Colorado



REBRAND TIMELINE



Q1

CATCH: Launch
#TrustEveryBite

Q2

CONNECT: From Farm to
Footlong digital series

Q3

CLOSE: Game Day Deal
Meals and priority pick up
lane

Q4

CONTINUE: Subway
Super Parents
Recognition Program

PROMOTIONAL ADVERTISEMENT



In-Store Visuals

New signage highlighting freshness journey, ingredient sourcing, and family meal deals. Drive impulse visits.

Sustainability Tracker

Records on food waste reduction, eco-packaging, and ethical sourcing.

Local Partnerships

Sponsor local youth sporting events with:

- Subway pop-ups and booths
- Subway jerseys
- Free samples
- Meet-the-farmer pop ups

Build community goodwill & trust!

“Subway Super Parents” Recognition Program

Monthly spotlight on a local parent who juggles work, parenting, and still finds the time to care about healthy eating.

- Winners eat free for the month!

CAMPAIGN CONCEPT VISUALS

SUBWAY

WHERE DID YOUR
LAST MEAL
COME FROM?



THIS TOMATO?

- A A FACTORY
- B A FARM
- C A WAREHOUSE



THIS LETTUCE?

- A A BASEMENT
- B A FARMER
- C A FACTORY



WATCH THE
FROM FARM
TO FOOTLONG
SERIES

#TrustEveryBite

TRUST
EVERY
BITE

FROM FARM TO FOOTLONG

GRAB YOURS! ON THE GO AND
SAVOR EVERY BITE!

SUBWAY

Trust every bite.

FROM FARM TO FOOTLONG

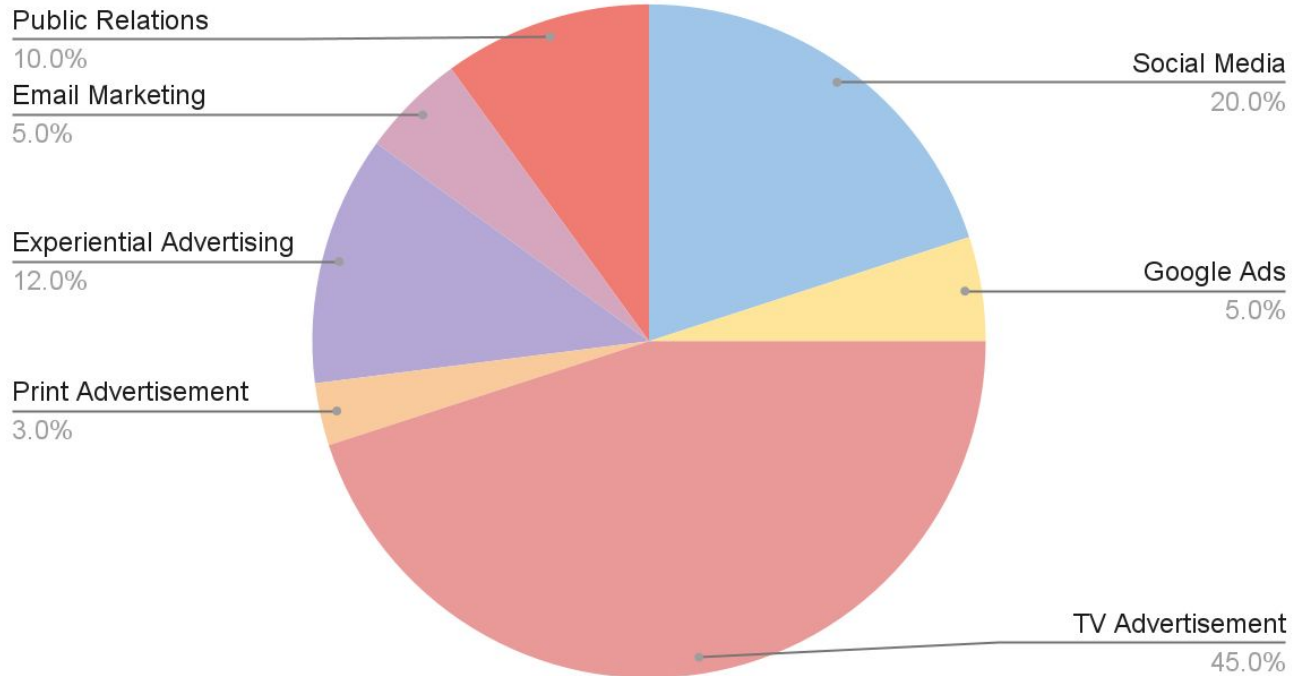
Meet John:
The farmer
behind your
footlong



CLICK HERE TO READ MORE

Budget

Marketing Budget



CONCLUSION: WHY IT WORKS

Clear Message

“Trust Every Bite” connects emotionally with families and builds on Subway’s core strength—freshness.

Modern Execution

Blending real stories, interactive tech, and geo-targeted convenience meets today’s digital expectations.

Community Engagement

Supporting local sports, spotlighting parents, and sourcing transparency build long-term brand loyalty.

CONCLUSION: EXPECTED RESULTS

Brand Trust and Transparency

Rebuild consumer trust and create an emotional connection.

Engagement and Outreach

Interactive content and social storytelling spark online engagement and expand brand visibility.

Sales Growth

Targeted deals and convenient meal solutions drive increased family purchases and repeat visits.