Calling all fresh-thinking students!

This is your invitation to take part in the SUBWAY® brand’s Design a Sub Challenge 2014 Anglia Region

Create and market a winning SUB using the theme #FeelGoodSubs

The winning team will WIN £1,000 of Amazon vouchers
Five runner-up teams will receive up to £250 of Amazon vouchers
Dear teachers and students

An opportunity for students to take part in a real-life business challenge with the SUBWAY® brand

The SUBWAY® brand is once again challenging students to design and market a BRAND NEW SUB

The Design a Sub Challenge is an innovative competition celebrating the fresh thinking, creativity and entrepreneurial acumen of young people. The competition is now entering its fifth year and always attracts a large number of high calibre entries from schools and colleges, getting bigger and better every year.

The 2013 winning design, developed by a team of students from North Hertfordshire College Peter Jones Enterprise Academy in Letchworth Garden City was launched in February 2014. The Sub, called The KnockOut, was intended to inspire customers to strive to achieve their goals and featured a mouth-watering spicy mix of steak, pepperoni, Jalapeños and salad (turn to the end of the document for more information on the winning 2013 project).

This year the SUBWAY® brand is asking students to come up with the design and marketing campaign for a NEW SUBWAY® Sub or Flatbread based on the theme of #FeelGoodSubs and with a strong focus on creativity.

The task is designed to provide students with a real-life case study example to which they can apply their learning and support the National Curriculum for Business Studies and PSHE. It also encourages initiative and collaboration, whilst developing team building, research, creative and presentation skills.

As part of the challenge, students whose entries are shortlisted will be asked to pitch their business plan and marketing proposals to a panel of entrepreneurs who own and run SUBWAY® stores. The winning business plan and Sub will be put to the test as elements of the students' proposals are used to market the new product when it goes on sale in SUBWAY® stores in the region for a limited time.

SUBWAY® stores are individually owned and operated by independent franchisees who pride themselves on being active members of their communities.

See over for more details on how to enter
The task

Create and market a winning SUBWAY® Sub based on the theme #FeelGoodSubs

- Draft a presentation and supporting materials to explain how you would create and market a new 6-inch Sub or Flatbread, using existing SUBWAY® brand ingredients, tying in with the theme of #FeelGoodSubs
- We suggest you work in teams of four or five, but teams with more or fewer pupils will be accepted
- The Sub must link to the SUBWAY® brand’s nutritional leadership and healthy credentials. Your Sub or Flatbread must have fewer than 350 calories and less than 3g of fat per 100g (find out more in the Considerations when designing your Sub section)
- Your entry must include a business plan and marketing proposals, in addition to your proposed new Sub design
- We suggest you draft the presentation in PowerPoint format with supporting materials incorporated or added on
- All entries should be emailed to designsub@mckennatownsend.com
- Colleges and schools may have more than one team
- Please also send a hard copy of your final presentation along with the completed entry form at the back of this document to:
  The SUBWAY® brand’s Design a Sub Challenge 2014 (Anglia Region)
  McKenna Townsend, Bridge House, Pullman Business Park
  Pullman Way, Ringwood, Hampshire, BH24 1EX

Entries must be received no later than Friday 10th October 2014
Considerations when designing your new Sub

- **Nutritional leadership and eat right credentials**
  - The SUBWAY® brand is an established nutritional leader in the quick service restaurant industry
  - Make sure you think carefully about the nutritional implications of the ingredients in your Sub
  - The SUBWAY® brand offers a choice of nine Low Fat Subs that contain less than 3g of fat per 100g
  - Your Sub or Flatbread design must have fewer than 350 calories and less than 3g of fat per 100g, so that it can be included in this range
  - Turn to the next page for details of nutritional values or visit www.subway.co.uk/aboutus/nutritional-leadership for more information

- **The cost**
  - How much will your Sub cost to make?
  - How much will you sell your Sub for?
  - What other costs will you need to consider? Remember, a SUBWAY® store will have other overheads other than production
  - What will you spend your marketing budget on?
  - How many Subs will you need to sell in order to make enough profit to cover the marketing cost?
  - Remember, an important part of developing and launching a new product is the marketing support element – find out more in the Marketing and Communications page

- **Hints**
  - Make sure you keep in mind that the Sub and the supporting marketing activity are designed to reflect the #FeelGoodSubs theme
  - How will your Sub and marketing plan convey the #FeelGoodSubs message?
  - Think about what appeals to your target market – their likes and dislikes and not just in relation to taste. You could even do some research
  - Can you incorporate any unique selling points in your plan that tie in with the #FeelGoodSubs message?
  - Don’t forget to consider the nutritional value of your Sub
  - Could you visit your local SUBWAY® store to research and experiment on the development of your new Sub?
  - Could you work with other members of your local community to see how they could get involved in the new Sub and marketing activities?

**Your entry will be equally judged for both the creativity of the design of your Sub and the strength of your marketing proposals**
List of Ingredients

What will you put in your Sub or Flatbread? Please see a list of SUBWAY® brand ingredients, nutritional values and costs below (please note all costs are fictitious). You can use any of the ingredients listed below to make your Sub.

**Keep in mind that it must be cost-effective, practical, tasty and have fewer than 350 calories and less than 3g of fat per 100g, to fit the criteria of the SUBWAY® brand’s Low Fat Range.**

### Meat/Veggie filling

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Fat (g)</th>
<th>Calories (kcal)</th>
<th>Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken breast</td>
<td>1.4</td>
<td>90.7</td>
<td>45p</td>
</tr>
<tr>
<td>Roast beef</td>
<td>1.4</td>
<td>69.0</td>
<td>58p</td>
</tr>
<tr>
<td>Meatballs</td>
<td>13.9</td>
<td>221.5</td>
<td>52p</td>
</tr>
<tr>
<td>Tuna</td>
<td>10.2</td>
<td>142.2</td>
<td>37p</td>
</tr>
<tr>
<td>Bacon (2 strips)</td>
<td>2.9</td>
<td>40</td>
<td>41p</td>
</tr>
<tr>
<td>Back bacon*</td>
<td>2.2</td>
<td>80.8</td>
<td>43p</td>
</tr>
<tr>
<td>Ham</td>
<td>1.9</td>
<td>55.7</td>
<td>45p</td>
</tr>
<tr>
<td>Veggie patty</td>
<td>8</td>
<td>159.8</td>
<td>35p</td>
</tr>
<tr>
<td>Sausages</td>
<td>11.1</td>
<td>176.3</td>
<td>43p</td>
</tr>
<tr>
<td>Turkey breast</td>
<td>0.6</td>
<td>55.5</td>
<td>42p</td>
</tr>
<tr>
<td>Pepperoni</td>
<td>23.4</td>
<td>290.4</td>
<td>44p</td>
</tr>
<tr>
<td>Salami</td>
<td></td>
<td></td>
<td>44p</td>
</tr>
</tbody>
</table>

### Bread

<table>
<thead>
<tr>
<th>Bread</th>
<th>Fat (g)</th>
<th>Calories (kcal)</th>
<th>Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-inch Italian (white)</td>
<td>1.3</td>
<td>190</td>
<td>19p</td>
</tr>
<tr>
<td>6-inch hearty Italian</td>
<td>1.5</td>
<td>201</td>
<td>20p</td>
</tr>
<tr>
<td>6-inch 9-grain honey oat</td>
<td>1.5</td>
<td>198</td>
<td>23p</td>
</tr>
<tr>
<td>6-inch Italian herbs &amp; cheese</td>
<td>4.3</td>
<td>234</td>
<td>25p</td>
</tr>
<tr>
<td>6-inch 9-grain wheat</td>
<td>1.5</td>
<td>198</td>
<td>18p</td>
</tr>
<tr>
<td>Flatbread</td>
<td>2.5</td>
<td>203</td>
<td>21p</td>
</tr>
</tbody>
</table>

*Only available as part of a Breakfast Sub

### Salad

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Fat (g)</th>
<th>Calories (kcal)</th>
<th>Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lettuce</td>
<td>0.04</td>
<td>2.55</td>
<td>7p</td>
</tr>
<tr>
<td>Tomato</td>
<td>0.069</td>
<td>6.25</td>
<td>12p</td>
</tr>
<tr>
<td>Cucumber</td>
<td>0.016</td>
<td>2.13</td>
<td>9p</td>
</tr>
<tr>
<td>Peppers</td>
<td>0.012</td>
<td>1.42</td>
<td>9p</td>
</tr>
<tr>
<td>Onions</td>
<td>0.011</td>
<td>2.69</td>
<td>8p</td>
</tr>
<tr>
<td>Olives</td>
<td>0.3</td>
<td>3.4</td>
<td>14p</td>
</tr>
<tr>
<td>Jalapenos</td>
<td>0.0</td>
<td>0.8</td>
<td>9p</td>
</tr>
<tr>
<td>Gherkins</td>
<td>0.0</td>
<td>1.4</td>
<td>9p</td>
</tr>
</tbody>
</table>

### Sauce

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Fat (g)</th>
<th>Calories (kcal)</th>
<th>Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honey mustard</td>
<td>0.2</td>
<td>32</td>
<td>8p</td>
</tr>
<tr>
<td>Light mayonnaise</td>
<td>6</td>
<td>56</td>
<td>5p</td>
</tr>
<tr>
<td>Sweet onion</td>
<td>0.1</td>
<td>34</td>
<td>6p</td>
</tr>
<tr>
<td>BBQ</td>
<td>0.1</td>
<td>37</td>
<td>6p</td>
</tr>
<tr>
<td>Chipotle southwest</td>
<td>9.2</td>
<td>90</td>
<td>7p</td>
</tr>
<tr>
<td>Ranch dressing</td>
<td>4.5</td>
<td>44</td>
<td>7p</td>
</tr>
</tbody>
</table>

### Cheese

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Fat (g)</th>
<th>Calories (kcal)</th>
<th>Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>American</td>
<td>3.4</td>
<td>40</td>
<td>8p</td>
</tr>
<tr>
<td>Monterey cheddar</td>
<td>4.4</td>
<td>57</td>
<td>10p</td>
</tr>
<tr>
<td>Peppered cheese</td>
<td>3.1</td>
<td>39</td>
<td>9p</td>
</tr>
</tbody>
</table>
Marketing and communications campaign

Marketing and communications is the process by which companies advertise products or services to potential customers.

Don’t forget, the Design a Sub Challenge is not only about designing a new Sub, but equally how you will market your new product to your target audience.

- You must create a marketing communications campaign to launch the new Sub
- Explain how you will launch and promote the new Sub
- **The budget:** You have a fictitious £20,000 available to spend on a marketing communications campaign for the new Sub
- There is no requirement to spend the whole budget – so think carefully about what you need
- You do not need to gather actual quotes but can make estimates to show how you will allocate your budget
- **Hint:** Don’t forget your entry will be equally judged on the strength of the marketing proposals and the creativity of the design of your Sub

**Communication Channels**

Consider how and where you will promote the new Sub. What channels will reach your target audience so they see/ hear about it?

Which channels do you think will be most suitable, bearing in mind the budget you have?

- **TV?** - **Radio?** - **Magazines?**
- **Posters?** - **Leaflets?** - **Email?**
- **Social media?**
  How could you best utilise social media channels as part of your marketing campaign?
  Could you incorporate social media links and tags on your marketing materials?

- **Direct marketing?**
- **PR?** (the practice of managing the communication between you and the public e.g. the interaction with newspapers or other media)
- What are your reasons for using these channels?
- How much money do you plan on spending on each of these out of the available £20,000?
- Remember, the Sub should reflect the [#FeelGoodSubs](https://www.subway.com) message. How will your communication plan reflect this?
- Remember, you must take into account the cost of production for your communications materials and managing these campaigns

- **Community marketing?**
  Don’t forget, this campaign is specific to the Anglia region. We’d like you to include in your entry how you could involve the local community in your marketing activity.
  You may wish to consider potential partnerships and cross-promotions with relevant local organisations

**Return on Investment (ROI)**

Consider the business rationale for your new Sub and what return you’ll get on your investment.

- What do you think a successful launch campaign would look like?
- How would you measure how successful your marketing activity has been?
- How many Subs will you need to sell in order to make enough profit to cover the amount you plan to spend on marketing?
- Think about the budget you have available and the target audience that you are marketing your new Sub to
- **Hint:** Make sure you remember to include any other costs and overheads in your figures
Checklist

Using the list below as a guide, ensure you have included the following in your business plan:

- **Introduction**
  Who are you, what have you covered in your proposals?

- **The Sub**
  Name and design of Sub or Flatbread, production costs, USP’s, rationale, etc.

- **Nutritional credentials and ‘eat well’ message**
  Show how your Sub offers a healthy choice.

- **Marketing plan**
  Key messages, communication channels, community activity, social media, creative ideas, ROI and rationale.

- **Examples** of your promotional materials and marketing campaign activity.

- **Summary**
  Sum up why your team has the winning Sub and marketing plan.

- **Prize fund**
  Tell us how you will spend the prize fund to help your studies.

Don’t forget your entry will be equally judged on the strength of the marketing proposals and the creativity of the design of your Sub.

The winning team will
WIN £1,000
of Amazon vouchers

Five runner-up teams will receive up to £250 of Amazon vouchers

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The SUBWAY® brand is the world’s largest submarine sandwich business*

The SUBWAY® brand currently has over 41,000 stores in more than 102 countries worldwide

The SUBWAY® brand is the largest sandwich franchise in the UK and Ireland with over 1,750 stores*

The SUBWAY® brand was co-founded by Fred DeLuca (President) and Dr. Peter Buck in August 1965

The first store opened in Bridgeport, CT, USA

Fred and Peter set themselves the initial goal of 32 stores by 1975

With only 16 stores open by 1974 they realised that they would fall short of their goal, but Fred had the perfect solution… franchising!

The following year the SUBWAY® brand opened 16 new stores and had reached their original goal of 32 open stores by 1975

This was when Fred announced his next goal for the SUBWAY® brand… target 200!

Guess what… the SUBWAY® brand hit that target of 200 open stores

Fred then announced the next goal for the SUBWAY® brand... 5,000 stores by 1994

The SUBWAY® brand opened those 5,000 stores four years early and reached almost 10,000 stores by 1994

The SUBWAY® brand opened the first store in the UK and Ireland in 1996 in Brighton

In 2013 the SUBWAY® brand opened its 40,000th store in Ipswich, Suffolk

Why people ♥ the SUBWAY® brand

The SUBWAY® brand is a nutritional leader in the QSR industry. To date the SUBWAY® brand has endorsed all seven of the nutrition-related UK Government’s Responsibility Deal Pledges, committing to:

- Reducing salt
- Reducing saturated fat
- Eliminating trans fats
- Displaying calorie information on menu boards
- Reducing calories across the product range
- Improving access to fruit and vegetables as part of a healthy, balanced diet
- Reducing ‘out-of-home’ maximum salt content per serving

The SUBWAY® brand bakes its bread fresh in store every day

Customers are offered a wide choice of meats, fresh veggies and sauces

If a customer chooses all the salad items available at a SUBWAY® store on their Sub or Flatbread, they will be guaranteed one of their five servings of fruit and vegetables a day, as recommended by the Department of Health

You can visit www.subway.co.uk for more information
Qualification and judging

Six teams will be shortlisted and will be invited to pitch their ideas to a ‘Dragon’s Den’ style panel of judges including SUBWAY® franchisees and entrepreneurs.

The presentation should be no longer than 25 minutes and no shorter than 15 minutes, and you should allow five minutes for your introduction within this time. The judging panel will spend an additional five minutes asking your team questions at the end of your presentation.

The judges will be looking for your creativity in the design of your Sub and your recommendations for marketing and promotional activity.

Don’t forget, the winning Sub go on sale in SUBWAY® stores, supported by elements of the marketing activity, so they must be attractive to customers.

Awards on the day will be given for:

- Best Presentation
- Best Promotional Idea
- Overall Winner

The Overall Winner will get the opportunity to:

- See elements of their marketing plan being brought to life, including in-store promotional materials, window posters, etc. Up to £20,000 of marketing budget will be allocated to this activity
- Attend a media launch event in a SUBWAY® store, when their product will be put on sale, accompanied by elements of your marketing plan
- The winning team will win £1,000 worth of Amazon vouchers
- Up to £250 of Amazon vouchers will be given to each of the five runner-up teams

Timelines

- Deadline for receipt of entries from schools is: Friday 10th October 2014
- The six qualifying teams will be notified by: Friday 31st October 2014
- Qualifying teams will pitch their ideas to the panel of judges at a venue in Cambridge, during the week of 17th November 2014
- The overall winning team will be notified on the judging day
- The overall winning team will attend a media launch day event in January/February 2015 at a SUBWAY® store (venue tbc)
Rules of entry

1. Once the business plans have been received and qualifying teams notified, a maximum of FIVE students per school/college accompanied by their teacher will be invited to pitch their idea to the judging panel.

2. Entries must be presented in PowerPoint format.

3. Entries must be received by email by Friday 10th October 2014 to designasub@mckennatownsend.com

4. Entries must also be received by post by Friday 10th October, titled The SUBWAY® brand’s Design a Sub Challenge 2014 (Anglia Region) at the following address:
   McKenna Townsend
   Bridge House
   Pullman Business Park
   Pullman Way
   Ringwood
   Hampshire, BH24 1EX
   Entries cannot be accepted by any other means.

5. Each team is entitled to submit as many pieces of supporting material as necessary – (for example a PDF, Word, Excel, PowerPoint or JPEG file).

6. Please ensure that you COMPLETE AND INCLUDE the TEAM DETAILS form WITH YOUR ENTRY and make these clear within your presentation so that we know who to contact with the results.
   The TEAM DETAILS form can be found on the next page of this pack.

7. Qualifying teams and colleges will be contacted with details of the judging panel event which will be held at a location tbc.

8. Qualifying teams and schools must be prepared to take part in PR opportunities including any media interviews or photographic opportunities that arise.

9. Schools and colleges must be located within the SUBWAY® brand’s Anglia region. If you are unsure whether your school/college is in this region please contact the Design a Sub team at McKenna Townsend designasub@mckennatownsend.com or call 01425 472330

10. The winning team will WIN £1,000 of Amazon vouchers. Five runner-up teams will each receive up to £250 of Amazon vouchers. Type of vouchers may be subject to change according to availability.

Contact Details

- Please use the information within the briefing pack to answer any queries you may have
- If you still require clarification, please direct your enquiry to the Design a Sub team at McKenna Townsend designasub@mckennatownsend.com or call 01425 472330

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Team details

Name of school/college:

Address of school/college:

Teacher/lecturer’s name:

Teacher/lecturer’s email:

Teacher/lecturer’s contact number:

Students’ team name:

Names and ages of students that contributed to presentation:

Signed by teacher/lecturer:

Date:
Case study – the 2013 winner

The KnockOut – North Hertfordshire College Peter Jones Academy

Last year’s Anglia region Design a Sub competition once again saw hundreds of students asked to come up with a design and marketing plan for a brand new nutritious Sub around the theme ‘#heartfeltsubs’. A large number of schools and colleges took up the challenge. Using a rigorous selection process, teams were whittled down to six finalists, all of whom were invited to an exciting ‘Dragon’s Den’ style pitch in front of a judging panel.

The 2013 winning design, developed by a team of students from North Hertfordshire College Peter Jones Enterprise Academy in Letchworth Garden City was launched in February 2014. The Sub, called The KnockOut, was intended to inspire customers to strive to achieve their goals and featured a mouth-watering spicy mix of steak, pepperoni, jalapeños and salad.

Sarah Lee, Business Enterprise Manager at North Hertfordshire College, commented: "The project gave the pupils a great practical learning experience. The opportunity to work with such a well-recognised local business added both excitement and an increased depth of understanding to their knowledge throughout the project. Seeing the pupils’ marketing materials in store and people buying the Sub really is superb."

SUBWAY® entrepreneur Bob Moodliar, who chaired the judging panel, commented: "North Hertfordshire College’s Sub really stood out as an excellent design. After the team’s hard work it was brilliant to see their marketing materials and concepts come to fruition and launch in stores. We were keen to see real innovation and entrepreneurialism from the students and The KnockOut really achieved that."

"The SUBWAY® franchise is made up of thousands of entrepreneurs and it’s great if we can pass on some of our knowledge to the younger generation, who may even consider franchising as an option for owning their own business."

This year’s competition will be even bigger and better so don’t miss out on your chance to enter.

Entries must be received no later than Friday 10th October 2014