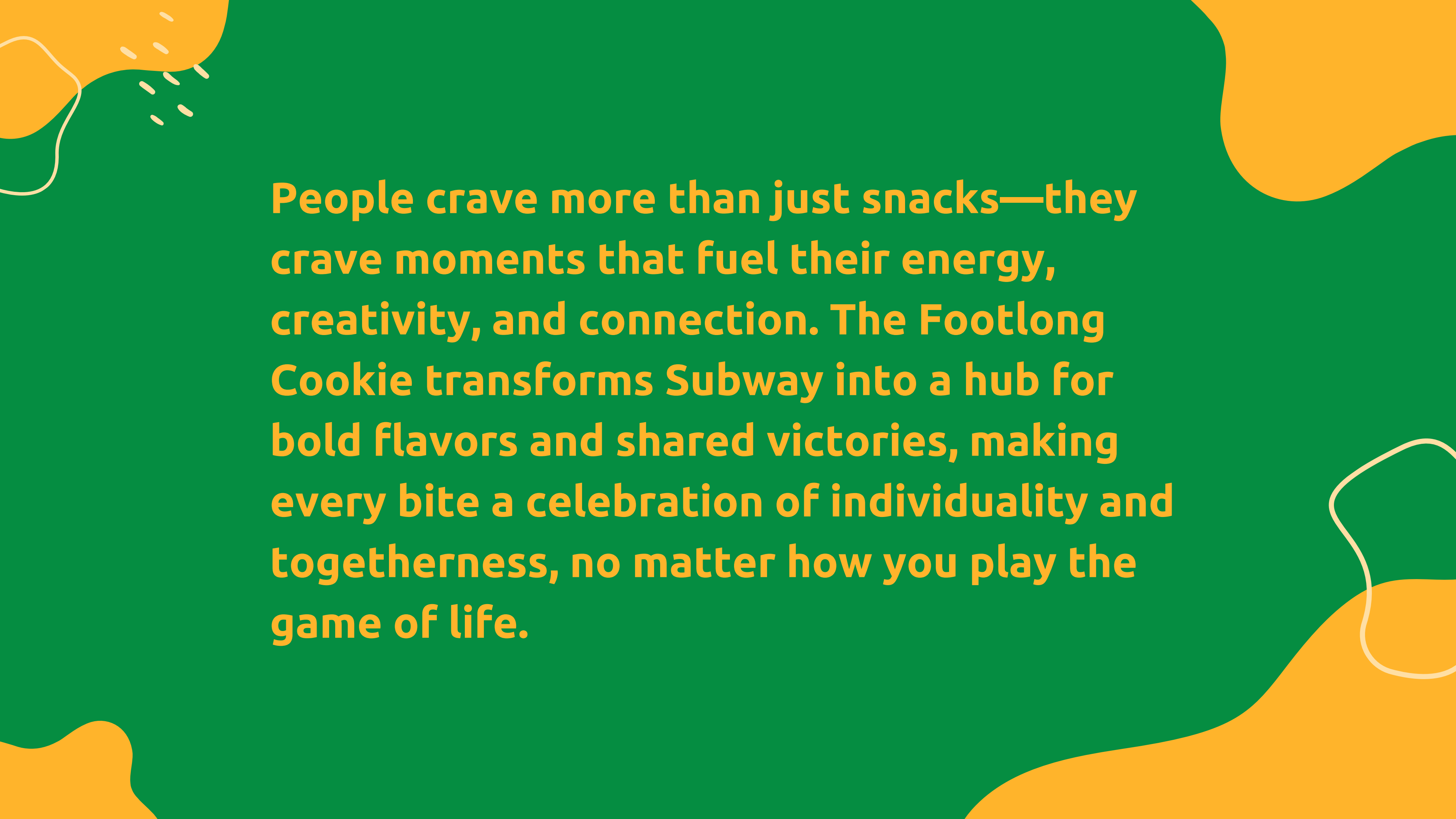




FUEL YOUR VICTORY, BITE BY BITE

SUBWAY FOOTLONG COOKIE PITCH

Zihan Liu, UNC at Chapel Hill



People crave more than just snacks—they crave moments that fuel their energy, creativity, and connection. The Footlong Cookie transforms Subway into a hub for bold flavors and shared victories, making every bite a celebration of individuality and togetherness, no matter how you play the game of life.

Manifesto

Life is a game—every day, a new level, every moment, a chance to win.
You don't just eat to fuel up; you eat to level up.

The Footlong Cookie is more than a snack. It's a power-up, a party, a victory lap.

Big enough to share, bold enough to own, and always ready to remix.
Whether you're crushing it solo or celebrating with your squad,
Subway is the spot where bold flavors meet bigger moments.
Because when you're fueled by creativity and connection, the possibilities are endless.

This is more than a cookie. It's how you play your game.
Fuel your victory, bite by bite.



79%



Social Campaign: #BuildYourBite

Encourage users to create their ultimate cookie “builds” and share them online.

- What is a Build?
- A creative or fun way to enjoy the Footlong Cookie, such as:
- Artistic Builds: Cookie towers, themed creations, or visually stunning plating.
- Functional Builds: Sandwiching ice cream, adding creative toppings, or slicing it to share.
- Social Builds: Splitting it with a group and showcasing the shared moment.
- Submission: participants post their builds on TikTok, Instagram, or YouTube Shorts with the hashtag #BuildYourBite and tag Subway.

Partening With

The Fortnite logo, featuring the word "FORTNITE" in a bold, white, sans-serif font. The letters are slightly shadowed, giving them a 3D appearance as if they are floating above or attached to a blue rectangular background.

Fortnite remains a significant cultural touchstone among Gen Z gamers in the United States. As of December 2024, the game boasts over 650 million registered players globally, with more than 60 million daily active users.

Notably, 62.7% of these players are aged between 18 and 24, indicating a strong engagement from the Gen Z demographic.

The game's sustained popularity is attributed to its dynamic gameplay, regular updates, and immersive in-game events, which resonate with Gen Z's preference for interactive and social gaming experiences. Additionally, Fortnite's cross-platform availability and collaborations with various brands and celebrities have reinforced its appeal among younger audiences.

In-Store Incentives

Drive foot traffic by offering perks for participation:

- Cookie Power-Ups: Free toppings or mini cookies with Footlong Cookie purchases to enhance builds.
- Code Drops: Every purchase includes a QR code for exclusive Fortnite content (sprays, banners, or XP tokens).



Leaderboard & Rewards

Create a Subway Cookie Leaderboard to track participation and celebrate creativity:

Both subway and Fortnite will provide an online leaderboard on their websites and apps for customers to view the live leaderboard and personal rewards.

This increases online engagement.

Weekly Prizes

Gift cards, Subway merch, or free cookies for the most popular builds.

Grand Prize

A Fortnite-themed gaming setup, a year's supply of Footlong Cookies, and a limited-edition Footlong Cookie Fortnite skin.

Fortnite



LEADERBOARD

			ELIMINATIONS	
2	#1	L337_LI4m4	135	
2	#2	Meowscles_:3	114	
2	#3	Jonesy<3	80	
	#4	ToeBeans72	62	
		MintLeaf28	51	
	#7	F1sht1ck.331	7	
			FISH CAUGHT	
	#1	Jonesy<3	0	
	#1	ToeBeans72		
	#1	L337_LI4m4		
	#1	Meowscles_:3		
	#1	MintLeaf28		
	#1	F1sht1ck.331		

Influencer Partnerships

Influencers share their own #BuildYourBite creations, encouraging fans to mimic or remix their builds.

Example: A Fortnite pro creates a “Storm Zone Build” using dark chocolate and sprinkles.



Meet Our Influencers



Lachlan

YouTube (15.1M subscribers)

Lachlan is renowned for his engaging Fortnite content, including gameplay, challenges, and collaborations.



SypherPK

YouTube (9.6M subscribers)

SypherPK is known for his insightful Fortnite gameplay and tutorials. His analytical approach appeals to a dedicated gaming community.



Loserfruit

YouTube (4.8M subscribers)

Loserfruit is celebrated for her entertaining Fortnite streams and vlogs. Her approachable personality resonates with a broad audience.



Ninja

YouTube (23M subscribers)

Ninja is one of the most recognized figures in the gaming community, known for his high-level Fortnite gameplay and charismatic streaming style.



Execution Timeline With Fortnite

01.

Pre-Launch (1 Week)

- Tease the campaign with influencer content and AR filter previews.
- Announce prizes and weekly themes.

02.

Launch (4 Weeks)

- Promote weekly themes and feature builds on Subway's channels.
- Engage influencers to keep momentum high.
- target number of posts for #BuildYourBite by Week 2

03.

Post-Campaign

- Celebrate winners and share a recap of the best builds.
- Extend the collaboration with limited-time Footlong Cookie flavor drops inspired by the best user submissions.

TV Spot

BuildYourBite

Overview:

Celebrating the creativity and connection that comes with Subway's Footlong Cookie, #BuildYourBite inspires bold self-expression and shared moments.

Music: Energetic, upbeat instrumental with a playful tone.

Open on: A bustling Subway store. A young gamer walks in, holding a Fortnite controller, and points to the Footlong Cookie display.

VO (excited and dynamic):

"Life's a game. Every bite, a new move."

Cut to: A group of friends at a Subway table, laughing and opening a Footlong Cookie box filled with customizable toppings.

VO:

"At Subway, the Footlong Cookie is your canvas."



TV Spot

BuildYourBite

Montage (fast-paced):

- A close-up of hands drizzling caramel and adding candy sprinkles.
- A friend stacks two cookie halves to create a double-layer “cookie sandwich.”
- Another splits a cookie into pieces to share with their friends.

VO:

“Big enough to share, bold enough to make your own.”

Cut to: A phone screen scanning a QR code on the cookie box. The Fortnite app launches, revealing exclusive in-game rewards.

VO:

“Unlock exclusive Fortnite loot with every Footlong Cookie.”

Final Scene: The group celebrates by holding up their custom cookies like trophies. A transition overlay mimics a Fortnite “Victory Royale” banner flashing across the screen.

VO:

“Fuel your creativity. Share your victory. Build Your Bite at Subway.”

Fade Out: Subway logo and tagline on screen:

"Subway. Fuel Your Victory, Bite by Bite."

Hashtag: #BuildYourBite



THANK YOU

