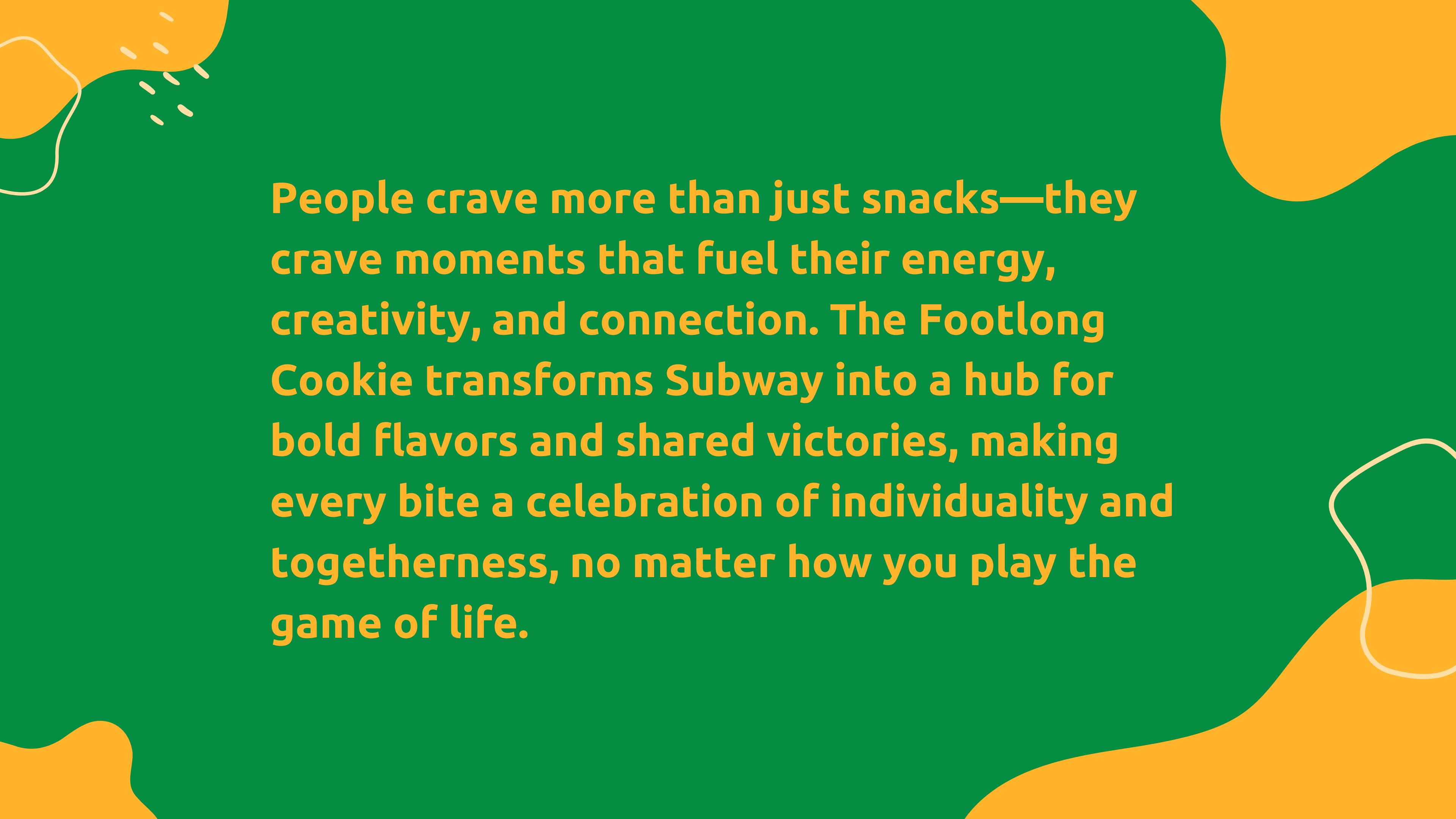




# FUEL YOUR VICTORY, BITE BY BITE

**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.**

# 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



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.



## LEADERBOARD

### ELIMINATIONS

2	#1 L337_LI4m4	135
2	#2 Meowsicles_3	114
2	#3 Jonesy3	80
2	#4 ToeBeans72	62
2	#5 MintLeaf28	51
2	#7 F1sht1ck.331	7

### FISH CAUGHT

#1	Jonesy3	0
#1	ToeBeans72	0
#1	L337_LI4m4	0
#1	Meowsicles_3	0
#1	MintLeaf28	0
#1	F1sht1ck.331	0

# 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)** **YouTube (9.6M subscribers)**

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



**SypherPK**

**YouTube (15.1M subscribers)** **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