

# SUBWAY® UNWRAPS FRESH NEW BRAND PLATFORM VIA ‘SUB-HOPPERS’ CAMPAIGN

**22 January 2024:** Subway® ANZ has bounced into 2024 with a fresh new brand platform, Eat Fresh. Feel Good.™

An evolution of the brand’s iconic Eat Fresh philosophy, Subway® Director of Marketing for Australia and New Zealand, Rodica Titeica, said Eat Fresh. Feel Good.™ was their “north star” for 2024.

“Subway® ANZ has been on an exciting transformation to deliver Eat Fresh. Feel Good.™ – a brand platform anchored by that unmistakable feel-good sensation you get when you fuel your body with better-for-you food,” Titeica said.

“However, Eat Fresh. Feel Good.™ is more than just the feeling you get when you eat Subway.

“Eat Fresh. Feel Good.™ represents our commitment to delivering a feel-good experience across everything we do, from the quality of our food to the restaurant experience, the way we engage with our guests, our fresh approach to partnerships and everything in between.”

Eat Fresh. Feel Good.™ was unwrapped with Subway® ANZ’s most ambitious campaign to date, Sub-Hoppers, conceived by Team Fresh creative agency Publicis Worldwide Brisbane and brought to life by a cast and crew of more than 120 people including six stunt performers.

Directed by award-winning director Mitch Kennedy, Sub-Hoppers follows an epic green and gold feel-good procession of the nostalgic bouncing inflatables, soundtracked with “Dreamer” written by Roger Hodgson, Richard Davies.

Publicis Worldwide Executive Creative Director Ryan Petie said the unveiling of Eat Fresh. Feel Good.™ had been a two-year journey.

“For a brand with freshness at its core, it’s imperative that we continually seek a fresher way of looking at the convenience category,” Petie said.

“We have been working to the Eat Fresh. Feel Good.™ brand ethos since partnering with Subway® in late 2021, ensuring that people understand Subway® makes you feel good not only from the food, but the entire experience.

“Sub-Hoppers delivers a beautiful, simple visual metaphor for the feeling we get from eating Subway® and signals the start of a joyous new era for the brand.”

For further information on Subway® Australia, visit: [www.subway.com/en-AU/](http://www.subway.com/en-AU/)

Watch the TVC here: [Eat Fresh. Feel Good.™ \(youtube.com\)](https://www.youtube.com/watch?v=...)

## About Subway® Restaurants

As one of the world’s largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in nearly 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes thousands of dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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