

WE ARE SOURCE

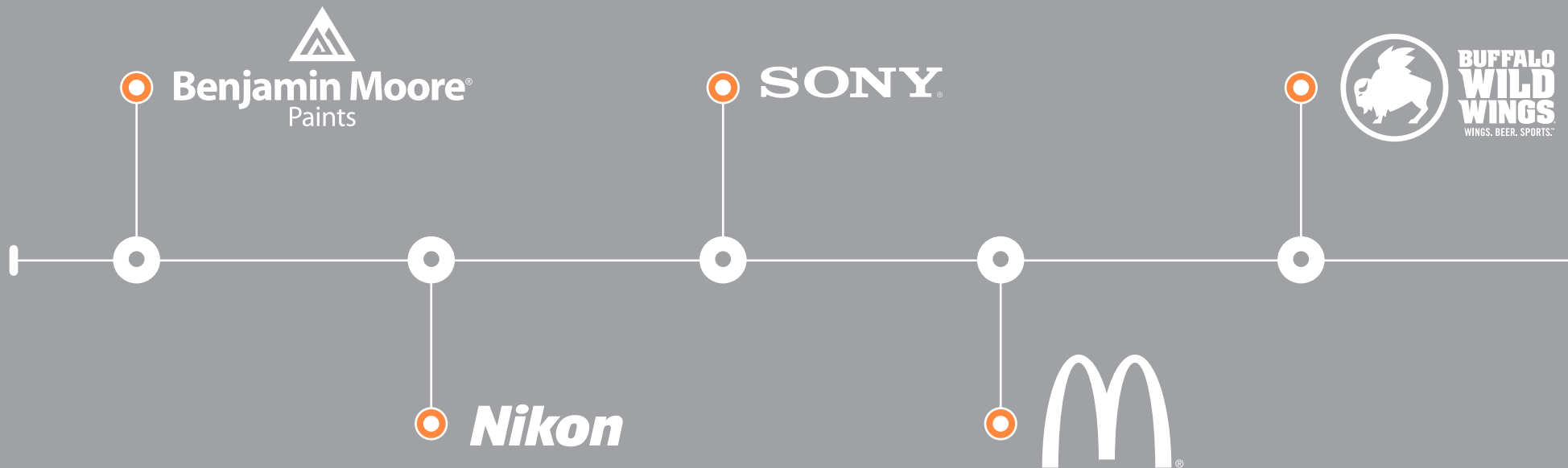
Franchise Marketing Experts



SOURCE

So here's the story.

Source is a fully integrated advertising and sports marketing agency with expertise in the franchise, banking, B2B and retail space. We bring a well beyond expected level of service and full capabilities in strategy, creative, media, content and sports marketing.



Franchise firepower.

Source brings a deep understanding of the franchise marketing world. Having managed over 5,500 Subway franchise stores for close to 16 years – we proudly represented 4 of the top 7 markets in traffic growth and 5 out of the top 7 markets in sales growth in 2019.



SUBWAY





**STRATEGY,
CREATIVE
&
CONTENT**



**SPORTS
&
ENTERTAINMENT**



**DIGITAL
&
INTERACTIVE**



**MEDIA
PLANNING
&
BUYING**

It's what we do.

Source has been empowering brands and igniting consumer passions since 1983. Our unique blend of customized solutions informs, persuades, engages and ultimately drives transactions. Source was born out of our innovative heritage in retail, franchise and sports marketing — and we have taken integration to the next level.

Our experience and expertise across disciplines allows us to think and work 360° around your brand.



viet

7

Our Subway story.



Source joined the Subway family in 2005 by winning the New York market. Since that time, Source has been a best-in-class agency in the Subway system providing services that have included strategy,

content creation, creative development, media strategy, media planning & buying, analytics, sponsorships/events and franchisee communications.



GROWTH

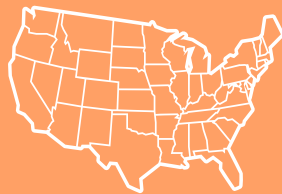


RESULTS

GREW FROM 1 MARKET TO 26 MARKETS & 5.5K+ LOCATIONS



BEST PERFORMING MARKETS IN THE COUNTRY



6 OUT OF **11**



DROVE TRAFFIC IN A CLIMATE OF DECLINE



Flat out growth.



NATIONAL

CASE STUDY

Increasing Traffic through Creative



CHALLENGE

The Subway brand challenged local agencies to develop a holistic program around a specific product to test the viability of rolling out the product nationally.

SOLUTION

Source developed a program that featured the cult classic Mr. Bill character from Saturday Night Live for Flatbread sandwiches in 10 local markets. The program included Video, Audio, Digital and In-store POP assets for 10 markets supporting 956 locations.



The Flatbread sandwiches were the most successful product analyzed during the promotional period.

RESULTS

2%

TRAFFIC LIFT
— VERSUS —
CONTROL

Focus groups responded positively to Mr. Bill creative; with performance outscoring Subway averages on several measures.

Feelin' Subway.



REGIONAL

CASE STUDY

**Outperforming
through Emotion**

CHALLENGE

Sales were flat in the New York Metro Restaurants and there was a need for a new exciting campaign to cut through.

SOLUTION

Conducted Consumer research that drove the strategic direction and ultimately the creative execution of the fully integrated plan.

RESEARCH FINDINGS

Research shows that Consumers “feel better” about eating Subway over other QSRs — both physically better and emotionally. “Subway gets me. Subway makes me feel good and I feel good about eating at Subway. It is the right choice.”



Increased unaided advertising awareness from a low point of 15% to a high of 25%.

RESULTS

DROVE A
105%
— AUV —

Outperformed the US and the region in 20 of the 24 weeks for the remainder of the year.

Traffic drivers.



MEDIA

CASE STUDY

**Maximizing ROI
through Targeting**

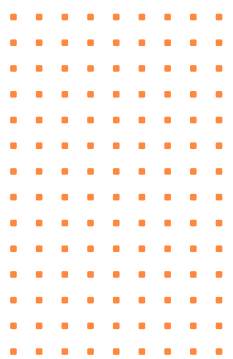
CHALLENGE

Over the last two years, the QSR category has faced a loss of traffic and forecast data revealing relatively flat customer counts category-wide through the end of 2020.

SOLUTION

A targeted mobile campaign leveraging location data to reach QSR customers that are opting to visit our competitors.

Competitive conquering drove traffic in an environment where there were no new customers and it was all about market share.



RESULTS

**VISITS FROM
LAPSED CUSTOMERS**

3,124,560



RESULTS

ROI ON DOLLARS SPENT

12.5:1

Hometown heroes.

SUBWAY

K K K K K K K



SPORTS

CASE STUDY

**Driving Sales
through Excitement**

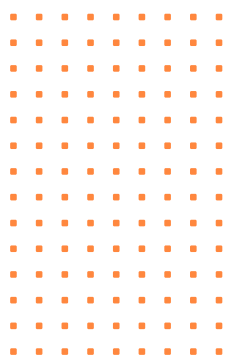
CHALLENGE

Develop a Sports Marketing program that activates regional and local sports fans to become Subway fans.

SOLUTION

Leveraged the superior Mets pitching lineup to get fans engaged as they generate strikeouts during each home game.

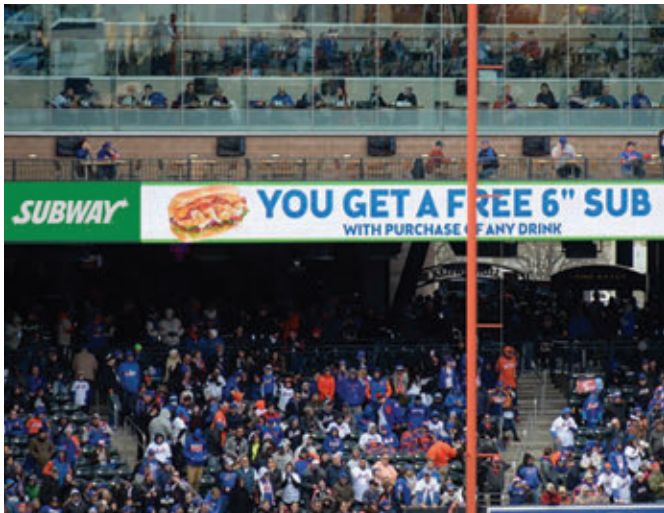
Developed assets that included in-stadium LED takeover and text messaging when the 10 Strikeout goal was achieved.



RESULTS

TOTAL NUMBER
OF IMPRESSIONS

2,249,085



RESULTS

OFFER REDEMPTION RATE

15.8%



THE SPORTS MULTIPLIER

Make their fans, yours too.



Sports Marketing is a proven strategy to help establish presence in a market and demonstrate brand commitment to the team's fans in the market and region that they are in. Source uses sports marketing as a multiplier that tugs at the emotional connection and passion that fans have for their teams to drive them to be your brand's fans!

Utilizing ideation, valuation, negotiation, implementation,

promotion and activation, Source develops customized holistic programs and integrated campaigns for any budget level. The sports multiplier can help brands enter new markets, increase awareness and help you achieve your goals.

Source has long-standing relationships with professional and collegiate teams and athletes. We have expertise with all leagues, venues and sports media.

IDEAS



INSPIRING

ACTION

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SOURCE