Subway Case Promotion Campaign

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Subway has been competing in the market with other hamburger chains including Hardee's and Burger King. These competitors with Subway have also included sandwiches in their menu to serve people with maximum offers. However, Subway may not be limited to a few criteria because it is open for all market segments who wish to be part of it. Subway has many options for businesses including food services, menus with cheaper rates, and it also takes care of public health, which provides a number of opportunities to business operators.

# Recommended Segment

The menu offered by these competitors in the global market provides traditional, non-traditional food products, and services to customers in the market. The services by these competitors are changing, and they are adopting new trends, and advanced services to attract a number of customers in the market. While, Subway is also shifting its priorities to provide quality services and offer cheaper services to the customers. It is studied that the young generation who are not married and adults with their children, visit fast-food restaurants.

As compared to other competitors, Subway offers better services to young adults who have children and tend to avail of their services. While it is a clear understanding of Subway is that, it is more concerned about those customers who belong to upper class and have more income as compared to McDonald's. Fast-food has different subcategories of services which include breakfast, lunch, dinner, and snacks, while Subway is at a lower place to provide these services in comparison with McDonald's, KFC, and Burger King.

Businesses are not always successful to meet all of the expectations by the market segments. It is not easier to meet all the demands of customers because there are multiple factors responsible for creating hindrances. These hindrances may include other competitors, poor quality services and environmental factors. All businesses focus on a market segment to which they will be providing and offering services in the near future. Market segmentation is the process in which all the segments in the market are identified and customers are divided into sub-categories based on prospective customers (Camilleri, 2017). Subway according to the data in a table which shows that the lowest percentage who visited the Fast-Food restaurant are the children ranging from 12-17. The total percentage for children from 12-17 is 7.9, while the highest percentage is mentioned is 29.0 percent for the visits for husband and wife. These figures show that the segment which has to be focused is children ranging from12-17. This market segment can be focused by being part of Drive-In restaurants which are providing four-time services to its customers in the business market. Apart from this, Subway has to not only focus on higher-income customers but also the lower-income customers because it will attract more people to avail of services and products.

# Products to highlight in an ad and promotional message

Ads are an important part of marketing strategies in the business sector whether it is the national business it is a global business. These play a vital role in attracting the customers to avail of the services, and products offered by the business firms and entities. This world is moving towards drastic advancements in the technology where everything has become digital, while most of the people prefer to ease their work by using these digital technologies. Using the same strategy to ease the work many of the business firms tend to implement digital marketing in which the desired products and services are promoted so that people may get attracted to quality offers in the business market. Business firms make strategies to promote their products by targeting a specific population and geographies with the help of innovative technological services. Digital marketing is the process in which a product is promoted in the market through the internet and other electronic marketing platforms (Minculete & Olar, 2018).

Subway follows the same marketing strategies to promote its services, while there is a still need to promote the best services with the help of internet and digital platforms. Ads are another option to promote the services through short messages which may be based on short video animations or with the help of verbal communication. Subway may adopt unique and advanced ads for its promotion of products. The suggested product which has to be highlighted is the vegetable burger with new flavors including chicken, mutton and beef. People change their food tastes on a daily basis and they tend to try more delicious food that is available whenever they want to get it. Unavailability and tasteless food will result in the diversion of customers to other services and products by the competitors in the business market. While, the suggested promotional message would be “choosing healthy food is not a wastage of money, you have to taste our vegetable burger with the taste of meat”. Unique messages like this will be attracting a maximum number of customers in the market, while this will also help Subway to divert and shift priorities of people from availing other services by the other competitors in the market.

Customers in the market want to have unique and tasty food that is available every time, while Subway has to improve its services to be part of those restaurant services which provide four-times meals to the customers in the market targeting customers with lower incomes to higher incomes. To ensure the quality services Subway has to provide healthy and fresh-made food to its customers otherwise not meeting the demands may result in the shift of customers to other fast food services in the market.

# Overview

This is a world of a technological era, where there is a number of tools that can be used for individual and collective profits. People tend to use these technological innovations to ease their workload and save time because they have a busy schedule. People also like to eat delicious foods and try them daily which are available. These food demands have to be fulfilled, sometimes there are more likely chances that people are not aware of the food items being provided to the customers in the market. This unaware behavior is the result of a lack of promotion of these services which are operating in the market. Attracting and persuading the customers to buy the quality services and products is the part of sales promotion, which increases the number of customers in the market (Shamsi & Khan, 2018). Subway needs to get engaged in the promotion of products and services. The most important part is sales promotion because attracting customers to buy your services in a difficult part. While advertisements is an easier task because any of worker of Subway even shares a post then he/she is advertising the services in the market, this includes public relations because worker’s relatives are involved and also other people too. Promotional campaigns include direct campaigns in which sale marketing team directly approaches people in the market to aware people about their services. Subway has to focus on all segments in the market so that everyone would be able to avail of their services. It also has to ensure its quality and unique services of food items, which are going to be served to people because unhealthy food may be a reason for a decrease in the customers and it may also risk their lives (Kunadu et al., 2016).

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