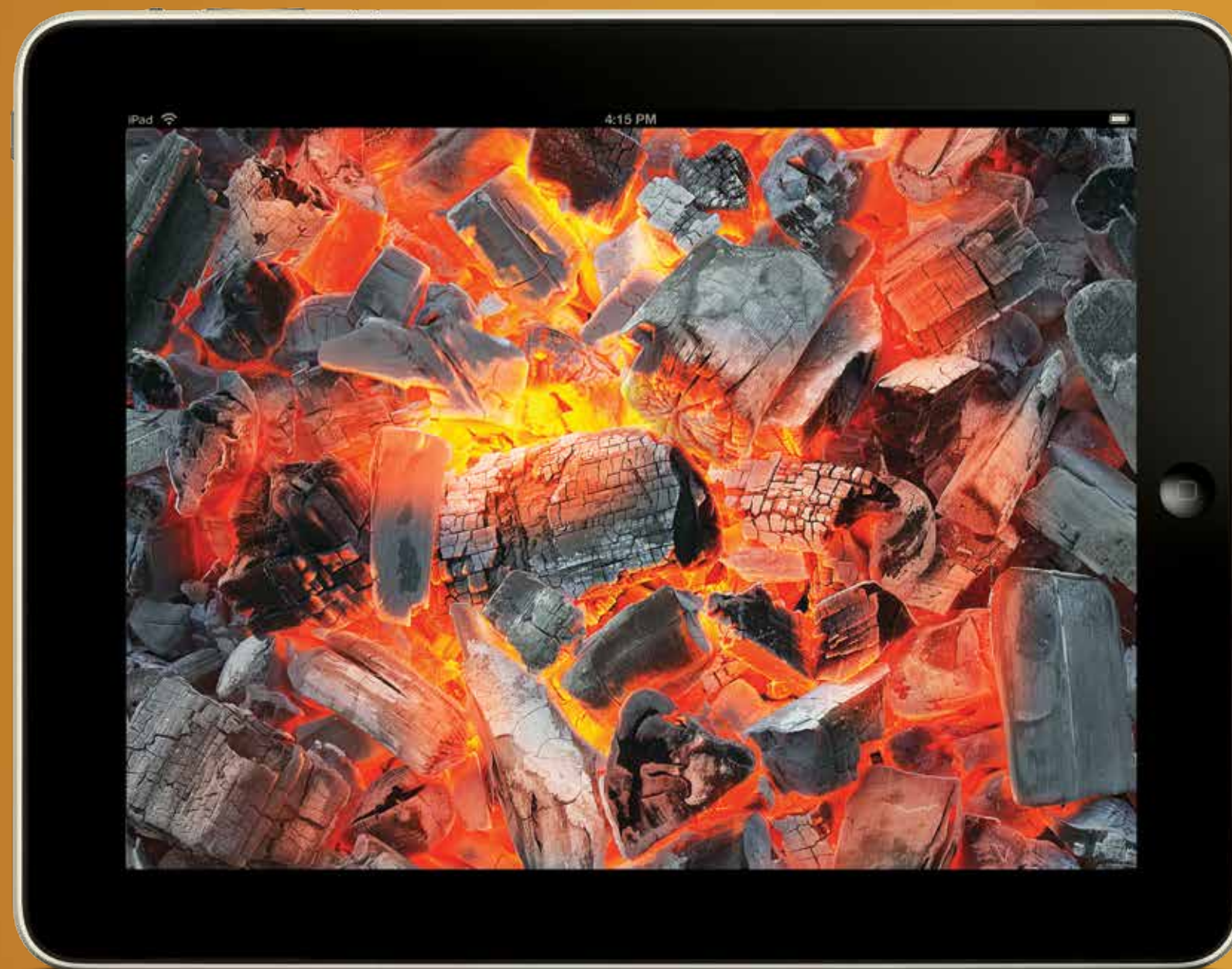


FAN THIS AD



For judging purposes, please visit: www.churrascosubway.com.br



CHALLENGE:

Communicate Subway's New Barbecue Sub.

SOLUTION:

We presented the product's direct benefits using the consumers interaction, who were invited to fan their tablets producing wind until the grill fire was completely turned on, exactly how it's done in a real barbecue.

"Now there's Barbecue at Subway. Enjoy!"

SUBWAY
eat fresh.®