

MR.SUB Press Release – March 13, 2013

KRANKY and Shooters International show how “Truly Canadian” MR.SUB is.

MR.SUB, Canada’s first submarine sandwich chain (founded in Toronto in 1968), has released a campaign that celebrates its Canadian roots. The spots, anchored by a wry spokesman in a red suit, are humorous riffs on the clichés of Canadian identity. From the familiar super-polite Canadian demeanor, to the well-known stereotypes such as lumberjacks, hockey players and Mounties, the spots are a playful ode to what it means to be Canadian, and a thank you to the Canadian people for being so loyal to MR. SUB.

The campaign launches with two spots (“Pounding” and “Truly Canadian”) that call on director KRANKY’S signature style, and feature editing by Skinner of post house Married To Giants. The spots were shot at a MR. SUB store in the Toronto area, and are currently on air in various Provinces throughout Canada.

“Pounding” starts out with the spokesman expounding on the admirable qualities of Canadians, which include loyalty and staying true to their roots. Meanwhile, an angry mob has gathered outside the still-locked store and threatens to smash in the windows to sate their hunger. As the spokesman opens the door to let the unruly crowd in, their “Canadian-ness” takes over, to humorous effect. The smug spokesman looks on with a smirk and a quip, noting the true nature of the Canadian people.

In “Truly Canadian”, we once again see our charismatic spokesman, this time discussing MR. SUB’s heritage and what it means to be a true Canadian. But as he does, he unexpectedly takes on the appearance of various Canadian stereotypes himself. Noting that being “Truly Canadian” means you don’t have to resort to gimmicks, he rides out of the shot on a dog sled, dressed as a dogsled musher and a hockey goalie at the same time, submarine sandwich in hand. (For further comedic effect, his goalie pads are worn backwards, as a wink to the Canadian audience.)

About KRANKY

KRANKY is a noted director and writer of comedic commercials worldwide, and is represented by Shooters International Inc. in Canada. He is a past recipient of the CFP-E/Shots Young Director Award at Cannes, and has been recognized at many of the industry's top awards shows, including Cannes Lions, AICP, The One Show, The Clio Awards, London International Awards and The ADDY Awards. His international client list features numerous top brands, including Pepsi, Starburst, KFC, Volkswagen and Disney. Despite the moniker, he is generally pleasant.

About Shooters International Inc.

Shooters International is a Toronto-based commercial production house with a presence in NY, LA and Mexico. It recently celebrated its 30th year in business. Shooters International has an extensive background working worldwide in all production disciplines with companies of all sizes. Shooters International produces TV commercials, web content, internal visual communications and marketing videos.

Credits

Client: MR.SUB

VP, Marketing: Rita McParland

Agency/Production Company: Shooters International

Director: KRANKY (Laurence Shanet)

DOP: Tico Poulakakis

Executive Producer: Pamela McNamara

Producer: Rob Plaxton

Creative Directors: Wayne Best, Mark Schruntek, Laurence Shanet

Copywriters/Art Directors: Mark Schruntek ("Pounding"), Wayne Best, Tony Tagliatucci

Editing Company: Married to Giants

Editor: Skinner

Sound Company: Suite 103 Post