Thesis
Subway uses color and farm food imagery to suggest it sells health food.

Health
Subway’s Strongest Argument

- The consumer is purchasing a sandwich
- Motto: “Eat Fresh”
- Use of color green and yellow

Logos Appeals
- Calorie comparison on wrapper or bag to a Big Mac and Whopper
- Has Nutrition facts listed all over the store on posters, billboards, and brochures.

Ethos Appeal...
- Sheet in front of counter that says what you should have/avoid if you are watching your calories, carbs, or sodium – feels personalized

Pathos
- Uses tons of pictures of raw vegetables and bread to reinforce the concept that by going to Subway you’re making the healthy choice. For example, under the counter.
- Motto: “Eat Fresh” – suggests it’s homemade

Speed and Quickness
Stores Formation
- Walk in and you’re immediately at the counter
- Sandwich is made in an assembly line fashion
- Workers put your sub in a bag with out asking
- Often contain one or no restrooms
- This is done so people get in and out of the store faster so ultimately the store can be more efficient and sell more

Stores Interior Design
- Maps of New York on walls and use of red bricks. Creates an urban New York city feeling
- New York City is a fast-paced city so it serves as acknowledgement from Subway that they know we’re busy

Subway Name
- Underground Subway – quickly transports people from place to place. People go down to the subway, take it, and then go back above ground. The same principle holds with the restaurant Subway – get in/get out

Subway Logo
- Color
- Arrows

Affordability
- “5...5 dollar...5 dollar footlong”
  - Subway advertises their $5 dollar Footlong nonstop
  - 6 inch Sub usually ranges around $4 dollars so the $5 dollar footlong is a tremendous deal
  - This deal seems to good to pass up so it promotes consumers to over consume and get the footlong

Price
- Overall cheaper than other comparable sub shops such as Quiznos
- Promotes over consuming by having deals that promote buying in bulk
  - For example the 2 footlongs for $9 or 3 for $12

Advertising
- Uses tons of superstar athletes in its commercials
  - Including gold medalist Michael Phelps and Nastia Liukin
  - Michael Strahan, Ryan Howard, C.C. Sabathia, and Blake Griffin
- Appeals to Pathos
- Appeals to Ethos
Commercials

- Jared
- Appeals to pathos by making it appear that easy to lose weight.
- Appeals to logos and ethos. Because they're using the numbers from his weight loss to prove eating Subway is healthy.

The Consumer

- We are buying into its health, freedom, and value.
- Subway contains a feeling of freedom and value because you pick what you want on your sub and the possibilities range from varying of about 6 breads, 4 cheeses, 7 meats, 2 sizes, toasted or plain, 20 toppings, and 6 sauces.

Why we go?

- We are buying into its health, freedom, and value.
- Subway contains a feeling of freedom and value because you pick what you want on your sub and the possibilities range from varying of about 6 breads, 4 cheeses, 7 meats, 2 sizes, toasted or plain, 20 toppings, and 6 sauces.

How do they portray us?

- Subway portrays us as busy people, hence their speed, who are trying to be better individuals by making healthier decisions.
- It appeals to this consumer by constantly promoting its healthiness.

But what do they really think?

- Really Subway believes American society is made up of lazy and naive consumers.
- Lazy- we can make our own sandwiches
- Naive- really not healthy

The End

- Going to Subway may not be healthier than other fast food places, but it is still worth going for its great taste!!!