

# Fresh Beats for Fresh Eats

**76%**increase in  
recall and  
recognition**40%**higher emotional  
resonance

## Objective

Subway struggled to determine what music to use in their national and global ad campaigns that would both resonate with consumers and align with the Subway brand. They required a solution that could solve this need in a **fast, effective, and repeatable** way and be capable of testing the response of people across **multiple demographics** around the world.

## Approach

Subway leveraged Veritonic's creative measurement solution to analyze and score all of their audio assets, which were then compared against industry benchmarks and against the brand's catalog.

- Over 3,000 panelists surveyed ages 18-65+
- Six key markets tested: US, Canada, UK, China, Brazil, UAE
- Metrics scored:
  - 48-hour recall, engagement, and intent to purchase
  - Attributes: authenticity, confidence, optimism, relevance, excitement, and vibrance



# Fresh Beats for Fresh Eats

## Results

Subway leveraged Veritonic Analytics to decide on which tracks would be most effective. The winning tracks drove game-changing results for their campaigns:

- Recall increased by 76% across key demographics
- 40% increase in the emotional resonance of Subway ads

“

*Prior to partnering with Veritonic, we would argue for weeks about which music to use. In the end, we would have no idea how our ads made people feel, if they were memorable or how we stacked up against our competition. Now, we don't decide to use a piece of music in our ads unless we have Veritonic's data to support that decision. Veritonic makes it easy for us and our agency to prove the impact our music choices have on our target audience in a way we've never seen before!*

- Chris Carrol, Chief Advertising Officer, Subway

*In under 72 hours, the Subway team was able to feel confident that it was releasing the most effective audio to accompany its video ad campaigns globally. The investment in data paid off with the campaigns resulting in greater resonance and memorability among their key demographics.*

---

Interested in learning more about how Veritonic research can help you develop or test your advertising? Contact us at [info@veritonic.com](mailto:info@veritonic.com)

**About Veritonic** Veritonic is the industry's leading competitive, testing, and performance solution for audio. The preeminent platform provides marketers, brands, and agencies with comprehensive data and insights to support and optimize their streaming audio, podcast, and radio advertising strategies. With competitive intelligence, creative measurement, campaign performance and brand lift capabilities, the Veritonic platform is the industry's most trusted, feature-rich solution for audio advertising optimization.