# Subway takes playful swipe at Ikea with ‘battle of the balls’ campaign on Oxford Street



In a creative marketing move, the restaurant chain Subway is playfully challenging Ikea's newly opened flagship store on Oxford Street, London, with a lively campaign dubbed the ‘battle of the balls’. This initiative coincides with the highly anticipated opening of Ikea’s new location, which is renowned for its Swedish meatballs.

Subway's campaign aims to capitalise on the excitement surrounding Ikea's launch by positioning itself as a contender in the meatball department. The brand has begun distributing vouchers for complimentary 6” Meatbäll Marinara Subs to shoppers visiting the homeware giant. This guerrilla marketing tactic is part of Subway's effort to assert its claim to having "the biggest balls on Oxford Street."

The campaign was crafted by the London-based creative agency Saatchi & Saatchi, in collaboration with social media agency Fabric and public relations firm Taylor Herring. To further engage customers, Subway has incorporated playful in-store signage that humorously references the flat-pack furniture culture Ikea is known for, providing whimsical instructions for assembling the Meatbäll Marinara.

This latest activation follows other retail efforts to reference Ikea, including a recent campaign by John Lewis that subtly noted its “new Swedish neighbours,” using the tagline “Knowing you prefer quality to an Allen key.”

Subway’s playful jab at Ikea not only showcases its creativity but also reflects a growing trend among brands to engage in lighthearted rivalry, particularly during significant retail events. As the two brands find themselves on the same bustling street, the ensuing "battle" serves as an entertaining facet of the competitive landscape of London's retail scene.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.lbbonline.com/news/subway-celebrates-its-biggest-ever-menu-transformation-with-saatchi-saatchi> - This article discusses Subway's collaboration with Saatchi & Saatchi for the 'Two ways to Subway' campaign, highlighting their partnership in recent marketing efforts.
2. <https://www.lbbonline.com/work/85736> - This piece showcases Subway's 'My Order on Paper Taylor' campaign, developed by Saatchi & Saatchi London, emphasizing their ongoing creative collaboration.
3. <https://www.campaignlive.co.uk/article/publicis-groupe-buys-pr-agency-taylor-herring/1713662> - This article details Publicis Groupe's acquisition of Taylor Herring, the PR firm that collaborated with Saatchi & Saatchi on Subway's campaigns, highlighting the agency's role in Subway's marketing strategies.
4. <https://www.creativereview.co.uk/ikea-turkey-sized-meatball-campaign/> - This article covers Ikea's 'Turkey-Sized Meatball' campaign, providing context to the competitive landscape between Subway and Ikea in the meatball market.
5. <https://www.marketing-beat.co.uk/2023/08/29/ikea-tote-bag-oxford-circus/> - This piece discusses Ikea's 'Big Blue Bag' campaign in Oxford Street, London, highlighting the retailer's significant presence in the area and setting the stage for Subway's 'battle of the balls' campaign.
6. <https://www.marketing-beat.co.uk/2023/09/08/its-a-wrap-6-ways-advertise/> - This article features innovative out-of-home advertising wraps, including Ikea's giant tote bag on Oxford Street, illustrating the competitive marketing environment Subway is entering with its campaign.
7. <https://news.google.com/rss/articles/CBMifEFVX3lxTE4yX2JTYUNYVlI2ZjgzWlZlN3JvZzZNNS1DZ05Hb3RWdHpnSTBsYkttd3AwQWJ1N0V6c2hnYTBULWV4dWpLa0xvOVZhLU81RTRMcXRaN252SmxmbzR5WDJaY1dnb2JGSmtRZ0hYM3FaYWlmQWxGbm1Jb0NPT2I?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data