# Subway launches cheeky ‘battle of the balls’ campaign to challenge Ikea on Oxford Street



Subway is capitalising on the excitement surrounding the grand opening of Ikea’s flagship store on Oxford Street with a humorous marketing campaign. The restaurant chain has launched a cheeky challenge dubbed the ‘battle of the balls’, a clear nod to Ikea’s well-known meatballs available at its various locations.

This innovative PR initiative aims to leverage the buzz generated by the Swedish homeware retailer's new London outlet. Subway's campaign, which proclaims it has "the biggest balls on Oxford Street," encompasses a giveaway of vouchers for complimentary 6” Meatbäll Marinara Subs to shoppers venturing into the home furnishings giant's store.

The campaign was conceptualised by the creative agency Saatchi & Saatchi, with execution support from social media agency Fabric and public relations firm Taylor Herring. In addition to the vouchers, Subway introduced playful in-restaurant signage that lightly mocks the renowned flat-pack furniture dilemma, featuring whimsical instructions on how to assemble the Meatbäll Marinara.

This initiative is part of a broader trend in which retailers like John Lewis have also entered into light-hearted competition with Ikea, as evidenced by its recent campaign referencing the furniture giant. With the strapline, “Knowing you prefer quality to an allen key,” John Lewis similarly aims to capture consumer attention amid Ikea's growing presence.

By cleverly positioning itself within this marketing narrative, Subway is not only aiming to attract foot traffic but also to engage consumers with a message that resonates within the context of a new retail landscape. The humour and creativity behind the campaign reflect a strategic effort to enhance brand visibility and connect with shoppers in a memorable way.

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

## Bibliography

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