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**POTBELLY SANDWICH WORKS LAUNCHES "BIGS"  
CAMPAIGN VIA PALM+HAVAS CHICAGO**

**CHICAGO, May 21, 2009** -- PALM+HAVAS Chicago has created a new, multi-channel campaign for Potbelly Sandwich Works to promote the store's new menu item, the "BIGS." The campaign uses an engaging mix of print, out-of-home, transit, in-store, radio and online to hype the more satisfying new sandwiches, which are 30 percent larger than Potbelly Originals and cost just a dollar more. Nicknamed the "Satisfying-er" campaign, the new work rolls out this month in markets across the country including Chicago, Washington D.C., Dallas, Philadelphia and Minneapolis.

This unique campaign emphasizes the new, more satisfying sandwiches by adding an '-er' to words used to describe them. The new size is also emphasized visually through 'media optical illusions.' For example, in one subway station poster, the iconic brown-bagged Potbelly sandwich stretches right across the middle of another ad with the tagline, "Fulfilling-er." Another execution shows the brown bag leaping across the entire width of a newspaper spread, running right

into another ad, and the copy asks, "Hungrier-er?" And instead of wrapping a single train car, two consecutive cars are wrapped to show how this sandwich is "Bigger-er."

"In launching these new sandwiches, we wanted to emphasize the new, even more satisfying option -- the BIGS -- while still keeping the quirky voice of the Potbelly brand intact," said William Mericle, executive creative director of PALM+HAVAS Chicago. "Having to create new, 'bigger-er' words and stretch them across more than one media placement seemed like a good way to get our point across."

"This is the first time in the company's history that we've offered a larger, even more satisfying sandwich. We heard what our customers wanted and are excited to launch the new BIGS to meet their needs. This campaign not only uses innovative communication tactics, but our partners at PALM+HAVAS made sure that it effortlessly connects our customers to the DNA of the Potbelly brand," said Bill Sleeth, vice president of brand, Potbelly Sandwich Works.

To view the work, visit [www.palmhavas.com/news](http://www.palmhavas.com/news)

### **About Potbelly Sandwich Works**

From its humble beginnings as a small antique store on Chicago's north side, Potbelly has grown from one to more than 200 company-owned and -operated stores. Potbelly's unique experience is defined by its combination of hot sandwiches, hand-dipped shakes, tasty made to order salads, live local music, as well as friendly and lively people. Potbelly has built a passionate, loyal following of fans that spread the word about the fun, energetic atmosphere and great food. People in

search of a Potbelly sandwich can find stores in Illinois, Indiana, Kentucky, Maryland, Michigan, Minnesota, Ohio, Pennsylvania, Texas, Virginia, Wisconsin, and the District of Columbia! For more information visit the company's Web site at [www.potbelly.com](http://www.potbelly.com).

### **About Palm Havas Chicago**

PALM+HAVAS Chicago is a creative, full-service agency with organic links to the world via the Havas network. Headquartered in Montreal, Canada, PALM + HAVAS also has offices in both Toronto in Chicago and is part of Havas, a world leader in communications (Euronext Paris SA: HAV.PA). PALM+HAVAS Chicago serves clients including Anheuser Busch, Bibby Financial Services and Potbelly Sandwich Works.