

THE INNOVATIVE EDGE

**CLASSIC**  
SUPERBOARD - VA001603

# SUBWAY

## Serves Savory Sights in Burnaby!

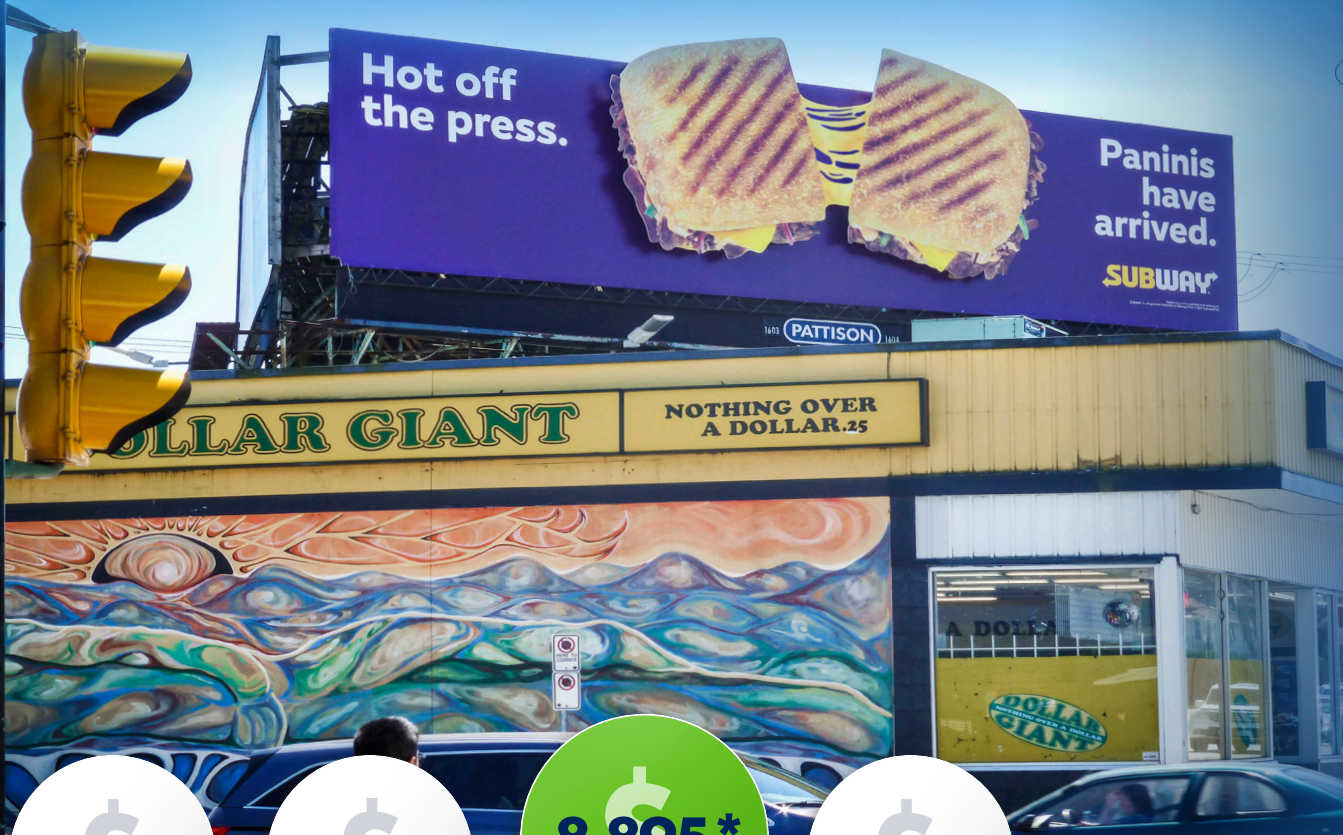
### 10' x 44' Superboard Series 10

*Burnaby, British Columbia*

Subway introduces its newest menu item with an eye-catching **Superboard with Extension**. Located east of downtown Vancouver, the campaign delivered unapparelled visibility to pedestrians and drivers heading into the cities of Burnaby, Port Moody, Coquitlam, and Simon Fraser University.

Using a Classic 10' x 44' Superboard, PATTISON constructed a 20-foot 2D Cheese Panini extension made of plywood wrapped in vinyl. Holes were die-cut in the middle of the extension to create the signature look of Subway's freshly melted cheese. The sandwich overlay was placed 6 inches from the board, casting a shadow for a convincing 3D effect.

This larger-than-life **Superboard with Extension** creatively welcomed onlookers to try Subway's newest sandwich addition.



2,500

5,700

8,895\*

10,250

\*Includes install/removal. Pricing subject to total sets included in campaign, location, approvals, and required lead time. Ask your production coordinator for more details!

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