

# MediaCom Edinburgh negotiates Subway®'s sponsorship of E4 smash hit The Big Bang Theory

EDINBURGH PARTNERSHIP TELEVISION

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Channel 4 recently announced the significant new partnership with Subway® stores that will see the brand sponsor all episodes of E4's award-winning US smash hit series The Big Bang Theory from Thursday 1st February 2018.

The partnership will run for 12 months and also includes sponsorship of brand new The Big Bang Theory prequel series [Young Sheldon](#) on E4.

This marks the first time the world's largest Quick Service Restaurant has invested in TV sponsorship with Channel 4 and the deal, negotiated by 4Sales' Nations and Regions team in Manchester and Mediacom Scotland, extends to All 4 and repeat shows on E4.

To celebrate the launch of the sponsorship, the Subway® brand has created four different adverts, produced by creative agency McCann London, around space and science, staying true to the themes of The Big Bang Theory.

The Big Bang Theory is E4's most popular show, with series 11 currently averaging a massive 2.3 million viewers an episode and an impressive 23.7% share of 16-34 year olds – the digital channel's key demographic.

Rupinder Downie, Partnership Controller, Channel 4 said: "The Big Bang Theory provides the perfect environment to showcase the Subway® brand to E4's biggest 16-34 year old audience right across the year, with fans looking forward to the much anticipated launch of Young Sheldon."

Sacha Clark, Marketing Director Subway® UK & Ireland, commented: "We are really excited to be working with Channel 4 as sponsors of The Big Bang Theory through 2018 and beyond. It's a programme with a large and dedicated fan base, and with the launch of Young Sheldon it is going from strength to strength. Tonally the show is a great fit with the Subway® brand, with research showing that it is one of the most popular programmes among our customer base. We are confident that through this association we will drive brand affinity and deliver our key messages consistently and with impact over the next 12 months."

Dan Sear, Group Account Director at MediaCom Edinburgh said "We're proud of the collaboration between the Account and Broadcast teams that resulted in Subway®'s sponsorship of The Big Bang Theory and Young Sheldon on E4. It's a great example of MediaCom Scotland working in close association with media owners to build initiatives that will achieve client business objectives. The popularity of the show with Subway®'s younger demographic make this an excellent vehicle to create effective reach for Subway® in a broadcast environment that is increasingly challenging for this audience."

(Photo Courtesy of: C4)

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