

Jared Fogle: Subway Diet Spokesman

What: The Subway Diet

Where: Subway

Who: Jared Fogle, weighed 425 pounds, lost 245 pounds in 11 months, worth \$15 million

When: Started diet in 1998, first commercial in 2000, lasted 17 years

How: More than 300 commercials, hundreds of public appearance for Subway

Propaganda techniques:

Testimonial: Jared Fogle

Plain folks: Jared was just an obese college student, a regular guy

Cause and effect mismatch: Eating subway will make you lose weight

Weak inference: The idea that subway is healthy

Artificial dichotomy: The only options are fast food or Subway

Deification: Jared is an inspiration

Target audience: overweight people who want an easy diet

Successful?: Yes. Subway's chief marketing officer even credited the Indiana man for between one third and one half of the company's profits between 1998 and 2013

Dana Buckhorn