

Access Hollywood And Subway “Fresh Buzz”

- Subway’s “Fresh Buzz,” is a weekly on-air segment
 - Exclusive celebrity interviews, red carpet footage, movie premieres and behind-the-scenes extras.
 - Now in its third year
- Online, the custom-branded microsite features the freshest entertainment news, gossip, celebrity pictures and “access” to video.



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A screenshot of the Access Hollywood website's microsite for Subway's "Fresh Buzz" segment. The page is viewed in Internet Explorer. At the top, the "access hollywood" logo is on the left, and the Subway logo with "SUBWAY FRESHBUZZ.COM" and a "GO NOW" button is on the right. Below the logo is a navigation bar with links for HOME, NEWS, PHOTOS, VIDEOS, STYLE, TV, MOVIES & MUSIC, STAFF BLOGS, CELEBS, TOPICS, and HOT. A search bar is also present. A large green banner in the center promotes "TRY A SUBWAY FRESH FIT® MEAL" with an image of a sandwich, a water bottle, and a Subway Fresh Fit logo. Below the banner are three tabs: VIDEOS, ARTICLES, and GALLERIES. The main content area features a video player showing a scene from "The Incredible Hulk" with Bruce Banner. To the right, a sidebar titled "More Videos" lists three video segments: "Fresh Buzz: 'The Pink Panther'", "Fresh Buzz: New At The Movies (Dec. 25, 2008)", and "Fresh Buzz: Will Smith's 'Seven Pounds'". Each segment includes a small thumbnail image and a brief description. At the bottom, a video player for "Fresh Buzz: 'The Incredible Hulk'" is shown with a progress bar and a timestamp of 1:10. The page is sponsored by Subway Fresh Buzz, as indicated by a small logo in the top right corner.