



## **IHOP® Restaurants to Introduce A Bold New Ad Campaign This September, Led By The Los Angeles Office Of The Award-Winning Firm Campbell Ewald**

August 1, 2016

**The Interpublic Agency Was Selected Following a Hand-picked Multi-Agency Review and Will Build on the Brand's Winning Campaigns by Drawing on the Love Guests Have for IHOP**

GLENDALE, Calif., Aug. 1, 2016 /PRNewswire/ -- Leveraging the momentum built by previous advertising and marketing efforts, IHOP® Restaurants announced today that it will introduce a bold, new campaign this September. Inspired by the strong affection guests have for IHOP, the campaign will showcase the culinary innovation and breakfast leadership that has contributed to the brand's success for nearly six decades. To lead the creative strategy and direction for national TV and Radio, IHOP has selected the Los Angeles office of Campbell Ewald, part of the Interpublic Group (NYSE: IPG), following a competitive, multi-agency review.



"We are excited to work with Campbell Ewald's talented team to create a dynamic campaign that evokes the strong emotional connection our guests have shared with IHOP for close to 60 years," said Kirk Thompson, senior vice president, Marketing, IHOP Restaurants. "The firm's thoughtful approach to connecting the unique IHOP experience to the brand's culinary hallmarks – distinctive, craveable, freshly made breakfast foods, beverages and more served at any time of day, every day – will connect and further strengthen the story we have been building across all of our channels."

"Campbell Ewald is proud to partner with IHOP and help further highlight the unique traits that have positioned the restaurant brand as the leader in all day breakfast," said Kevin Wertz, Chief Executive Officer, Campbell Ewald. "Many of us on the Campbell Ewald team have cherished memories of eating at IHOP with our families and friends and we're thrilled to bring this overwhelming love that guests and fans have for the iconic brand to life through the creative."

As the originator of all day breakfast, IHOP has been serving signature, freshly made breakfast foods, beverages and more at any time of day, every day since 1958. The brand has also been praised for its robust and engaging marketing efforts, including last year's introduction of the first new IHOP logo in 20 years -- a perfect expression of the brand promise.

The new campaign will also include Hispanic advertising, led by sociedAD, part of Campbell Ewald.

### **ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC**

For 58 years, IHOP has been a leader, innovator and expert in all things breakfast, any time of day. The chain offers 65 different signature, fresh, made-to-order breakfast options, a wide selection of popular lunch and dinner items as well as meals under 600 calories. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of March 31, 2016, there were 1,684 IHOP restaurants in 50 states and the District of Columbia, Puerto Rico and Guam as well as Canada, Mexico, Guatemala, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar and The Philippines. IHOP restaurants are franchised and operated by Glendale, Calif.-based DineEquity, Inc. (NYSE: DIN) and its affiliates.

### **ABOUT CAMPBELL EWALD**

[Campbell Ewald](#) is a U.S.-based full service, fully integrated advertising and marketing communications agency. The agency provides both traditional and specialized capabilities including advertising; insights and strategic planning; integrated content strategy and development; digital; social, DM/CRM, retail and experiential marketing; and media planning and buying. With offices in Detroit, Los Angeles and New York, Campbell Ewald has been recognized by the Warc 100 as one of the 2016 top 10 agencies in North America, and its work on behalf of clients has been honored by, among others, the Cannes International Advertising Festival, the Effies, the One Show, the AAF Mosaic Awards, the ECHO Awards and ADWEEK.

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SOURCE IHOP Restaurants

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