



## **IHOP® Restaurants Introduce Inspired New Ad Campaign That Invites Guests To 'Eat Up Every Moment' Over Breakfast Any Time Of Day**

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**The New Work Celebrates Many of the Real, Everyday Events Enjoyed at IHOP and Encourages Guests to Make More of the Moments In Between**

GLENDALE, Calif., Sept. 26, 2016 /PRNewswire/ -- For nearly six decades, IHOP® has been welcoming families and friends into its restaurants to huddle together in booths, to laugh, talk and sometimes, shed tears of joy during a surprise marriage proposal, all over a delicious breakfast, served fresh and hot. Today, the brand announced the debut of its bold new advertising campaign that captures the heart-warming moments that happen every day at IHOP – along with the distinctive food the brand is known for serving – and invites guests to Eat Up Every Moment<sup>SM</sup> with the introduction of its new tagline.



Building on the momentum of its prior advertising and marketing efforts, IHOP tapped the Los Angeles office of Campbell Ewald, part of the Interpublic Group (NYSE: IPG), to lead the creative strategy for the campaign along with TV and radio execution; the agency's multicultural arm, sociedAD, is responsible for driving Hispanic advertising.

For the first time in the brand's marketing strategy, IHOP will run multiple television spots during a single promotional window, aiming to engage the multi-generational, culturally diverse audience that frequents its more than 1,650 franchised restaurants on a daily basis. Additionally, the brand selected actor Jason Lee to serve as the voice of the new campaign.

"We are excited to introduce our new ad campaign, which embodies the magic of the brand and beautifully captures the special everyday moments our guests enjoy at IHOP," said Kirk Thompson, Senior Vice President, Marketing for IHOP. "The new creative is rooted in celebrating the emotional connection that happens when our guests sit down and share a freshly made breakfast together, in a booth at an IHOP restaurant, at all hours of the day. We believe that life is too short, and breakfast is too delicious, not to eat up every moment."

"With this new work we wanted to remind people to stop and connect with those who matter. To make more of the small moments in between life's big moments," said Jo Shoesmith, Chief Creative Officer at Campbell Ewald. "Connections naturally occur in booths among friends and family, so what better place to create those memories than at IHOP? IHOP has always encouraged its guests to eat up every moment and we wanted the creative to bring this philosophy to life in a very real and authentic way."

The first creative spots, which begin airing September 26, will feature vignettes like:

- A seminal father-daughter moment as she orders her first cup of coffee
- The simple joy of a classic table game between siblings during breakfast for dinner
- Family homework sessions that are a little sweeter with seasonally inspired pancakes
- Breaking that awkward first date silence with a shared love of syrup

The appointment of Campbell Ewald by IHOP [was announced in July](#) following a competitive, multi-agency review. In addition to television and radio creative, the campaign will include exclusive online content for its social channels developed by IHOP digital and social media agency, MRM/McCann.

### **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 June 30, 2016, there were 1,685 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, The Philippines, and Panama. 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.

#### **Forward-Looking Statements**

Statements contained in this press release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by words such as "may," "will," "should," "expect," "anticipate," "believe," "estimate," "intend," "plan" and other similar expressions. These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results to be materially different from those expressed or implied in such statements. These factors include, but are not limited to: the effect of general economic conditions; the Company's indebtedness; risk of future impairment charges; trading volatility and the price of the Company's common stock; the Company's results in any given period differing from guidance provided to the public; the highly competitive nature of the restaurant business; the Company's business strategy failing to achieve anticipated results; risks associated with the restaurant industry; risks associated with locations of current and future restaurants; rising costs for food commodities and utilities; shortages or interruptions in the supply or delivery of food; ineffective marketing and guest relationship initiatives and use of social media; changing health or dietary preferences; our engagement in business in foreign markets; harm to our brands' reputation; litigation; third-party claims with respect to intellectual property assets; environmental liability; liability relating to employees; failure to comply with applicable laws and regulations; failure to effectively implement restaurant development plans; our dependence upon our franchisees; concentration of Applebee's franchised restaurants in a limited number of franchisees; credit risk from IHOP franchisees operating under our previous business model; termination or non-renewal of franchise agreements; franchisees breaching their franchise agreements; insolvency proceedings involving franchisees; changes in the number and quality of franchisees; inability of franchisees to fund capital expenditures; heavy dependence on information technology; the occurrence of cyber incidents or a deficiency in our cybersecurity; failure to execute on a business continuity plan; inability to attract and retain talented employees; risks associated with retail brand initiatives; failure of our internal controls; and other factors discussed from time to time in the Company's Annual and Quarterly Reports on Forms 10-K and 10-Q and in the Company's other filings with the Securities and Exchange Commission. The forward-looking statements contained in this release are made as of the date hereof and the Company assumes no obligation to update or supplement any forward-looking statements.

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SOURCE IHOP Restaurants

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