



IHOP® Announces the Return of 'All You Can Eat Pancakes' for Just \$3.99, Now Through February 11 at Restaurants Nationwide

January 2, 2018

New Creative Campaign From Droga5 Spotlights the Menu Item That Put IHOP On the Map - Pancakes, Pancakes, PancakesSM - and Kicks Off The Brand's 60th Year of Championing All-Day Breakfast

GLENDAL, Calif., Jan. 2, 2018 /PRNewswire/ -- For six decades, IHOP® Restaurants has believed in one, simple truth – life is just better with hot, fluffy Buttermilk pancakes. To kick off its year-long milestone celebration, the brand is rewarding its loyal guests by bringing back its most requested promotion: endless stacks of its world-famous buttermilk pancakes – for just \$3.99*.

Available from January 2-February 11 at IHOP restaurants nationwide*, guests can enjoy a full stack of five Buttermilk pancakes – or a short stack of two pancakes with a combo plate of eggs, crispy hash browns and choice of sausage, ham or bacon – followed by unlimited additional short stacks of two Buttermilk pancakes until they've had their fill. Offer is per guest, dine in only at participating restaurants.

"There's no better way to celebrate the start of our 60th year in business than by offering our guests stacks and stacks of our world-famous Buttermilk pancakes at a great price," said Brad Haley, Chief Marketing Officer at IHOP. "Golden, fresh-off-the-griddle Original pancakes are the main reason why the International House of Pancakes has stood the test of time and grown to become one of America's largest Family Dining restaurant chains. So, as a big thank you to all of our guests, we're offering as many of our signature menu item as you can eat for just \$3.99. It's kind of a birthday present for everyone to kick-off 2018!"

Debuting today, the brand also unveiled a new advertising campaign that seeks to capture the magic of IHOP in one phrase: 'Pancakes, Pancakes, PancakesSM'. Developed by IHOP Restaurants' newly appointed creative agency of record, Droga5, the campaign is quirky with an irreverent and humorous tone that reflects the same fun, playful approach the brand takes with its food and atmosphere.

"IHOP is a brand that's always got pancakes on the brain, and believes that everything would be better if it were all just about pancakes," says Scott Bell, Executive Creative Director at Droga5. "Knowing this was the mindset, our priority going into this new integrated campaign was to capture this simple truth with three words: Pancakes, Pancakes, Pancakes."

The campaign premieres with a new 30-second TV spot called "Pilots" to promote All You Can Eat Pancakes for \$3.99, with additional 15-second spots planned throughout the limited time offer period. The spot, shot by director Tom Kuntz, opens on an airline pilot and his co-pilot going through the motions of their preflight safety check. Then, in an amusing twist, rather than hearing the expected technical airplane jargon, the pilots talk "pancakes," as it becomes clear that they're re-routing the plane and all their passengers to the nearest IHOP restaurant for All You Can Eat Pancakes.

The "Pancakes, Pancakes, Pancakes" narrative will be amplified across a fully-integrated digital and social campaign featuring engaging and interactive content on Instagram, Facebook and Twitter throughout the promotional window.

"The love people have for the IHOP brand -- and especially for our pancakes -- was the natural launching pad for our new advertising campaign and the basis for its rallying cry of 'Pancakes Pancakes Pancakes'," continued Haley. "The Droga5 team has had a lot of fun with it and we're incredibly excited to see the campaign come to life across every channel."

The All You Can Eat Pancakes celebration is available for a limited time, dine-in only at participating IHOP locations nationwide now through February 11. For more information, images, interview requests or in-studio cooking demos, please contact Alexandra Shapiro at AShapiro@devriesglobal.com.

**Dine-in only Jan. 2-Feb. 11, 2018. All You Can Eat offer valid per person, per order. Available for a limited time at participating restaurants only.*

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For 60 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. Today, there are more than 1,750 IHOP restaurants around the world, including restaurants in all 50 states and the District of Columbia, Puerto Rico and Guam as well as Canada, Mexico, Guatemala, Panama, Lebanon, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar, Thailand, India and The Philippines. IHOP restaurants are franchised by affiliates of Glendale, Calif.-based DineEquity, Inc. (NYSE: [DINE](#)).



View original content with multimedia: <http://www.prnewswire.com/news-releases/ihop-announces-the-return-of-all-you-can-eat-pancakes-for-just-399-now-through-february-11-at-restaurants-nationwide-300576239.html>

SOURCE IHOP Restaurants

Alexandra Shapiro, DeVries Global, + 1 212-546-8510, AShapiro@devriesglobal.com; Stephanie Peterson, International House of Pancakes, LLC , + 1 818-637-3079, Stephanie.Peterson@ihop.com