



IHOP Introduces New Advertising Campaign to "Make it an IHOP Day"

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New Integrated Advertising and Marketing Campaign Includes Television, In-Restaurant and Online Elements

GLENDALE, CA, Jun 27, 2011 (MARKETWIRE via COMTEX) --

A good meal makes your whole day! IHOP(R), one of America's favorite restaurants for breakfast, lunch and dinner, today introduced a new, integrated national advertising and marketing campaign with the tagline "Make it an IHOP day.(SM)" Featuring new television creative, in-restaurant materials and an online experience, the campaign leverages IHOP's breakfast-inspired signature dishes and limited time offers to demonstrate in a fun, contemporary way how a great meal at IHOP makes the entire day better.

The campaign is an evolution of IHOP's award-winning "Come hungry. Leave happy.(R)" campaign and is designed to build upon its success. Consumer research indicates the new campaign provides a unique opportunity to further engage guests and foster the emotional connection they have with the iconic brand. The television creative's live-action humor has a "pay it forward" feel that serves to remind consumers that IHOP provides a great meal with warm and friendly service that puts you in a good mood no matter what the rest of the day brings.

"Our new advertising campaign is a key effort in our strategy to get more guests to visit IHOP more often," said Jean Birch, IHOP President. "'Make it an IHOP day.' combines a cohesive brand message with a clear call to action that breaks through and engages our guests in a differentiated way."

Created by McCann Erickson's Los Angeles office, the new campaign launches today and initially supports IHOP's Summertime Favorites limited time offer. The television creative airs as part of a national advertising buy that targets high impact prime time and syndicated programming. IHOP.com has undergone a reskin to mirror the "Make it an IHOP day." look and feel and includes an interactive tool that lets users scroll for 101 ways to have a great day. The campaign has also been tailored for use by local markets for radio, billboard and local market advertising initiatives.

For more information or to find an IHOP restaurant near you, please visit www.ihop.com. Follow IHOP on Facebook at www.facebook.com/ihop.

ABOUT IHOP For 52 years, the IHOP family restaurant chain has served its world famous pancakes and a wide variety of breakfast, lunch and dinner items that are loved by people of all ages. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. As of March 31, 2011, there were 1,513 IHOPs in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico and the U.S. Virgin Islands. Under the licensed name IHOP at HOME(TM) consumers can also enjoy a line of premium breakfast products available at a leading nationwide retailer. IHOP restaurants are franchised and operated by Glendale, Calif.-based International House of Pancakes, LLC and its affiliates. International House of Pancakes, LLC is a wholly-owned subsidiary of DineEquity, Inc. (NYSE: DIN).

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1655337

SOURCE: IHOP