



IHOP Takes the Lead and Taps Into America's Love of Breakfast, the Restaurant Industry's Only Growing Daypart

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New Advertising and Marketing Campaign Celebrates "IHOP. Everything You Love About Breakfast" SM

GLENDALE, Calif.--(BUSINESS WIRE)--May. 21, 2012-- Americans are hungry for breakfast again, and IHOP® is cooking up something special! IHOP is breaking new ground with an innovative advertising and marketing campaign that debuts nationwide today and kicks off a summer-long schedule of promotions highlighting breakfast foods that can be enjoyed at any time of day. Paced by an anthem that captures the personality of the IHOP brand, as well as new creative that will air on television, radio, digital and social media and the new tagline "IHOP. Everything You Love About BreakfastSM," the campaign reminds guests why IHOP is the #1 leader in family dining¹.

Breakfast is the only daypart showing signs of growth in the restaurant industry; morning meal traffic increased by 2 percent in the past year². With a brand-new ad campaign centered on breakfast, IHOP is primed to take advantage of this growing trend. The campaign underscores IHOP's breakfast heritage and differentiates the brand from competitors that have simply retrofitted their menus for the breakfast daypart and cannot deliver IHOP's variety of fresh, made-from-scratch meals, its range of under-600-calorie options, or its innovative breakfast items, such as omelettes with a splash of pancake batter and Stuffed French Toast.

"As more Americans return to the breakfast table, IHOP sees a huge opportunity to drive traffic to IHOP and delight guests with food that is authentic, familiar, and satisfying, any time of day," said Natalia Franco, senior vice president, marketing, for IHOP. "By showcasing our breakfast know-how and heritage, this exciting new campaign celebrates our brand personality and presents IHOP as warm and friendly, genuine and familial – traits that are forever owned by IHOP."

Created by McCann Erickson under the direction of Executive Creative Director Richard Mahan, the new campaign connects emotionally with consumers with an unforgettable song by up-and-coming recording artist Holly Conlan, whose signature blend of folk, indie and pop music characterizes the heartfelt essence of the IHOP brand. IHOP will air the creative on television, radio, YouTube and IHOP.com, which has been refreshed to celebrate the new campaign. A Spanish version of the creative will also air nationwide.

The campaign also launches a season-long program of IHOP promotions, which will include social media engagement, traditional and digital advertising, culinary innovation and more. IHOP's first social media program in support of the campaign is a Twitter sweepstakes, which encourages fans to Tweet what they love about breakfast using the hashtag #BreakfastLove. Through July 8, fans can submit comments from a tab on the IHOP Facebook page or straight from their Twitter account for a chance to win IHOP gift cards valued from \$50 to \$500. Visit www.bit.ly/blrules for the official rules; there is no purchase required to enter or win. In the coming months, IHOP will introduce additional social media promotions on Twitter, Facebook and YouTube, as well as powerful new enhancements to IHOP.com.

To view the new commercial and find an IHOP restaurant near you, please visit www.ihop.com. Follow IHOP on Facebook at www.facebook.com/ihop, watch the new creative in English and Spanish on YouTube at www.youtube.com/ihop and join the conversation on Twitter at www.twitter.com/ihop.

1. *Nation's Restaurant News*, Top 100 Chains Ranked by U.S. Systemwide Foodservice Sales, released June 2011
2. The NPD Group's CREST (Consumer Reporting of Eating Share Trends) Breakfast Overview, 12 months ending December 2011

CREATIVE CREDITS FOR IHOP'S NEW CAMPAIGN

Creative Agency: McCann Erickson

Executive Creative Director: Richard Mahan

Art Director: Brennon Bynum

Copy Writers: Erin O'Connor and Anne Madden

Account Director: Beverly Wurth

Account Executive: Leigh Shaplen

Business Managers: Marybeth Barney and Teri Donner

Spanish Language Creative Director: 7th Art, Inc., Jorge Inchaurregui

Television Production Credits

Producer: Sybil McCarthy

Directors for "Brand Anthem": Carolyn Chen and Kevan Bean

Director for Food Footage: Kevan Bean

All Production: Assembly Films: Michael Salzer and Robert Wherry, executive producers

Editorial: MWP, Jeff Wishengrad and Mike Miller and Sean Leute, editors

Graphics: MWP, Adam Elder

Music Editing & Arranging: Sovereign Arts, PJ Hanke

Composer: PJ Hanke

Singers: Holly Conlan and PJ Hanke

Mix: POP Sound, Pete Rincon and Tim West, engineers

ABOUT IHOP

For 53 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, 2012, there were 1,554 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[®], consumers can also enjoy a line of premium breakfast products available at leading retailers. 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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50284155&lang=en>



Source: IHOP

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