

Campaign Case Study

2018

IHop



to

IHob



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CLIENT HISTORY

DINE BRANDS GLOBAL

- Established in 2007, with the collaboration of Applebee's (established in 1980) and IHOP (founded in 1958).
- One of the leading full-service dining companies
- Thousands of locations in 18 countries.
- DINE's goal is to help support and grow some of the world's most popular restaurants because "we believe community happens when people eat together."

("Our Brand," 2019)

SOCIAL CORPORATE RESPONSIBILITY

Dine Brands focuses on...

- Impact and Sustainability
- Animal Welfare
- Caring for the Environment
- Supporting their Neighborhoods
- Valuing Team Members

(Social Responsibility," 2019)

FINANCIAL/STOCK PERFORMANCE PRIOR TO CAMPAIGN

Dine Brands Global is the parent company of IHOP and their stock prior to the campaign was on the slow downfall, "Even after a 28.7 percent gain so far this year, DIN stock has still lost roughly a third of its value over the past three years."

(Duggan, 2018)

IMAGE

- Expertise
- Togetherness
- Experience
- Community

("Our Brand," 2019)





BRAND HISTORY

IHOP

Founded in 1958 by two brothers, Al and Jerry Lapin, in Los Angeles. Known by its full name International House of Pancakes until 1973 when it became known as its acronym, IHOP ("Our History," 2019).

BENEFITS TO THE CONSUMER + TARGET AUDIENCE

- Affordable, everyday dining experience
 - Warm and friendly service
 - Family friendly
 - Open to any and all ages
- ("Our Story," 2019)

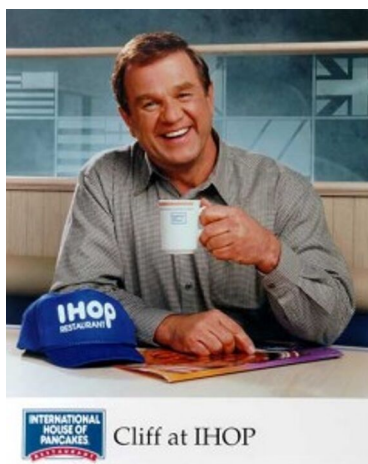
INGREDIENTS/ COMPOSITION AND SOURCE

- IHOP sources ingredients from a mix of imported and American products.
 - Currently trying to reach their goal of only cage free eggs being used in their locations by 2025 and that includes both their American and Latin American imported eggs
- ("Social Responsibility: Environment," 2019)

PREVIOUS CAMPAIGN APPROACHES

THE CLIFF BEMIS YEARS

- Years
 - 1985-mid 90's ("The IHOP Years," n.d., para. 1)
- Cliff Bemis is the spokesperson ("The IHOP Years," n.d., para. 1)
 - Took on a different persona in each advertisement.
- Visuals
 - Cliff in IHOP.
 - Specific breakfast meals/deals. ("The IHOP Years," n.d., para. 1)
- Theme
 - A light-hearted and humorous approach to associate the beloved actor with the brand.
 - Informational approach because of the current deals and offerings. (Phillips, personal observation)
- Tagline
 - "No one does breakfast like IHOP does breakfast" ("The IHOP Years," n.d., para. 1)
- Promotional Mix
 - Advertising
 - Sales Promotion (Phillips, personal observation)
- Media Delivery
 - Print, Radio, and Television ("The IHOP Years," n.d., para. 1)



Cliff at IHOP [Digital Image]. (n.d.). Retrieved from URL <http://cliffbemis.com/ihop-years/#lightbox/0/>.



Phillips, J. (2019, Sept. 21). The IHOP Years [Image Screen Capture]. Retrieved from <http://cliffbemis.com/ihop-years/#lightbox/0/>

COME HUNGRY, LEAVE HAPPY

- Year
 - 2003 ("IHOP Wins International Marketing..., " 2004.)
- Won Bronze Medallion at the 2004 AME Awards for Advertising and Marketing Effectiveness. ("IHOP Events and Awards, n.d.)
- Visuals
 - Images of food, exaggerated and humorous visuals. ("IHOP Wins International Marketing..., " 2004.)
- Theme
 - Humorous, exaggeration of a standard thing people do with relation to IHOP food.
 - Feel-good, humorous, informational, food-appeal. (Phillips, personal observation)
- Tagline
 - "Come Hungry, Leave Happy." ("IHOP Wins International Marketing..., " 2004.)
- Promotional Mix
 - Advertising
 - Sales Promotion (Phillips, personal observation)
- Media Delivery
 - Network and spot television, radio, outdoor, and print. ("IHOP Wins International Marketing..., " 2004.)
- Campaign Aim
 - Revitalize the brand and get it to be Number 1 in family dining experiences.
 - Motivate guests to visit more often. ("IHOP Wins International Marketing..., " 2004.)



Cohen-Rose, S. (2008). IHOP.Come Hungry. Leave Happy [Digital Image]. Retrieved from <https://www.flickr.com/photos/73416633@N00/2230232736..>



Nothing is More Delicious Than Falling in Love Print Advertisement and Digital Image. (2012). Retrieved from [https://www.pinterest.com/pin/334533078542821509/.](https://www.pinterest.com/pin/334533078542821509/)

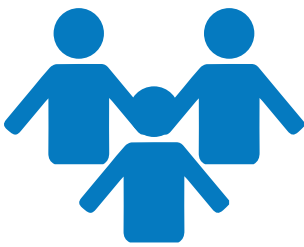
EVERYTHING YOU LOVE ABOUT BREAKFAST

- Year
 - 2012 ("IHOP Takes the Lead...", " 2012.)
- Unique Selling Point
 - IHOP has a variety of fresh, homemade meals, under-600 calorie options, and innovative breakfast items compared to competitors. ("IHOP Takes the Lead...", " 2012.)
- Visuals
 - Focus on food and people's reactions of enjoyment. (Phillips, personal observation)
- Theme
 - Emotional appeal towards the food combined with family/friends.
 - Breakfast is more than just food. (Phillips, personal observation)
- Tagline
 - "Everything You Love About Breakfast." ("IHOP Takes the Lead...", " 2012.)
- Promotional Mix
 - Advertising
 - Sales Promotion
 - Direct Marketing (Phillips, personal observation)
- Media Delivery
 - Print, Television, radio, web/website, social media, traditional and digital advertising.
 - Used the hashtag, #Breakfastlove ("IHOP Takes the Lead...", " 2012.)
- Campaign Aim
 - Remind audiences breakfast food can be eaten any time of the day.
 - Capture IHOP's brand personality by including food, friends, and family.
 - Remind guests why IHOP is Number 1 in family dining. ("IHOP Takes the Lead...", " 2012.)



[Everything You Love About Breakfast and Digital Image]. (2012). Retrieved from <http://manageadmusic.com/new-ihop-jingle-by-pj-hanke/>.

TARGET MARKET



- Targets people of all ages
- 25 percent and 55+
- 26 percent are 34-35
- 29 percent are 18-34
- 20 percent are under 18

("IHOB: The day IHOP flipped the script," 2018.)

Over 50 percent of IHOP's demographic are under 35 which is the most represented age group on Twitter.

People love IHOP, but this was not driving sales.

Pancake popularity was decreasing with this demographic on Twitter while burger popularity was increasing. (Jordano, 2018.)

AGENCY

DROGA5

- Owned by Accenture Interactive
- Founded in 2006
- Very well renowned agency
- Ad Age Agency of the Year in 2016
- Has worked with Under Armour, Game of Thrones, Prudential, Covergirl, and Google
- The IHOb campaign was the first time the two companies worked together ("IHOP: IHOb," 2018.)

ORGANIZATION

David Droga- Founder and Creative Chairman

Sarah Thompson- Global CEO

Jonny Bauer- Global Chief Strategy Officer

Marianne Stefanowicz- Chief Communication Officer

Neil Heymann- Chief Creative Officer

Susie Nam- Chief Operations Officer

Sally-Anne Dale- Chief Creation Officer

Jason Severs- Chief Design Officer

Amy Avery- Chief Intelligence Officer

Colleen Leddy- Chief Media Officer

Sean Lackey- Chief Marketing Officer

("IHOP: IHOb," 2018.)

droga

COMPETITORS

CRACKER BARREL

- Demographics (Taylor, 2016)
 - Children and their parents because of the home-style meal offerings and country retail store.
 - Working to appeal to the Hispanic and African American market along with millennials.
- Geo-demographics (Cracker Barrel SWOT Analysis, Competitors & USP, " n.d.)
 - 33% of customers are travelers because of locations near highways
 - Expanding into the West and Pacific North-West.
- Relative position to IHOP
 - Revenue is equal to \$3 billion ("Cracker Barrel, Inc.," n.d.)
- Differences
 - Restaurant has a retail store at each location. ("Cracker Barrel Old Country Store Inc.," n.d)
- Reputation
 - "Old-country" retail store, Southern food, family dining stop. ("www.crackerbarrel.com")

DENNY'S

- Demographics ("denny's adapts," 2016)
 - Boomers
 - Families
 - Millennials
- Geo-demographics (Lock, 2019)
 - California is home to the most Denny's restaurants.
 - Texas is second
- Relative position to IHOP
 - Revenue is equal to \$621 million ("Denny's Corp (Nas: Denn)," n.d.)
- Differences
 - Has a bigger following when it comes to lunch/dinner.
- Reputation
 - Breakfast served all-day
 - Welcoming, comfortable place where families and friends can come together
 - Delicious hamburgers, fresh salads, and handmade sandwiches. ("Denny's SWOT Analysis, Competitors & USP, " n.d.)

COMPETITORS CONT.

APPLEBEE'S

- Demographics ("Applebee's SWOT Analysis, Competitors & USP, " n.d.)
 - Middle-class, all ages
 - Targets stress-eaters who turn to comfort food.
- Geo-demographics (Lock, 2019)
 - In all 50 states
 - Headquarters in California
- Relative position to IHOP ("Applebee's International, Inc.," n.d.)
 - Applebee's and IHOP are owned by the same umbrella corporation,
 - Dine Brands Corporation
 - \$1335 million in revenue
- Differences ("www.applebees.com/en")
 - Menu mainly features beef, chicken, pork, seafood, and pasta items.
 - Sport-bar atmosphere.
 - Emphasizes cheap drinks and yummy food.
- Reputation
 - Known for selection of appetizers, carry-out service, \$1 margaritas ("www.applebees.com/en")



Part 2

CAMPAIGN DETAILS



"All the engagement with other brands, celebrities and consumers helped propel IHOP from being viewed as a predictable, 60-year-old brand to one people want to spend time with, because it's more fun and contemporary than they expected or remembered."

- Brad Haley, CMO, IHOP

CAMPAIGN NEEDS/PURPOSE ?

- Convince public they take their burgers as serious as they take their pancakes. (Richards, 2018)
- Increase store traffic and sales across the rest of the day/drive visits for lunch and dinner. (Hartley, 2018)
- Make a big statement in a disruptive way. (Richards, 2018)



CAMPAIGN TARGET MARKET

IHOP's primary customers are individuals under the age of 35. Because of this, IHOP targeted them through social media, specifically Twitter, due to the fact that age group makes up the primary users of social media platforms. IHOP targeted this market through Twitter in order to create a cultural conversation about IHOP. (Hartley, 2018)

CAMPAIGN START/END DATE (SIGNIFICANT DATES)

(Taylor, 2018)

- June 4th, 2018 1:00 pm
 - IHOP reveals that they are changing their name to IHOB
- June 11th, 2018, 8:00 am
 - Reveals that the B stands for burgers
- On July 17th,
 - IHOB switched back to IHOP
 - IHOP gave away \$0.60 short stacks from 7:00am - 7:00pm for IHOP's 60th birthday.

STYLE

(Hartley, 2018)

- Humor
- Phased Roll Out

PROMOTIONAL APPROACH MIX

(Hartley, 2018)

- Email marketing
- Integrated
- Merchandise & free gifts
- Mobile & apps
- Online display
- Online video
- Point-of-purchase
- In-store
- Product sampling
- Programmatic display
- Public relations
- Search marketing
- Social media
- Tease Phase
 - Create buzz with the mystery of the flipped letter.
- Reveal Phase
 - Revealing the "b" for burgers and showing commitment to this new brand change.
- Sustain Phase
 - Prove that their burgers are actually good and emphasize "IHOB's" more than just breakfast.

BUDGET/COST

(Hartley, 2018)

\$5-10M

TARGET REACTIONS



- Lots of speculation on what the name change could be when IHOb change first announced.
- A mix of outrage and curiosity-spurred word of mouth marketing and a social media frenzy.
- IHOP put out a poll of possibilities- none of which included burgers.
- Even bigger surprise when they announced the B stood for burgers.

("IHOP: IHOb," 2018.)

\$113M

earned media value

42.5B

impressions

28,000

news stories

1.2M

social media
mentions in first 10
days

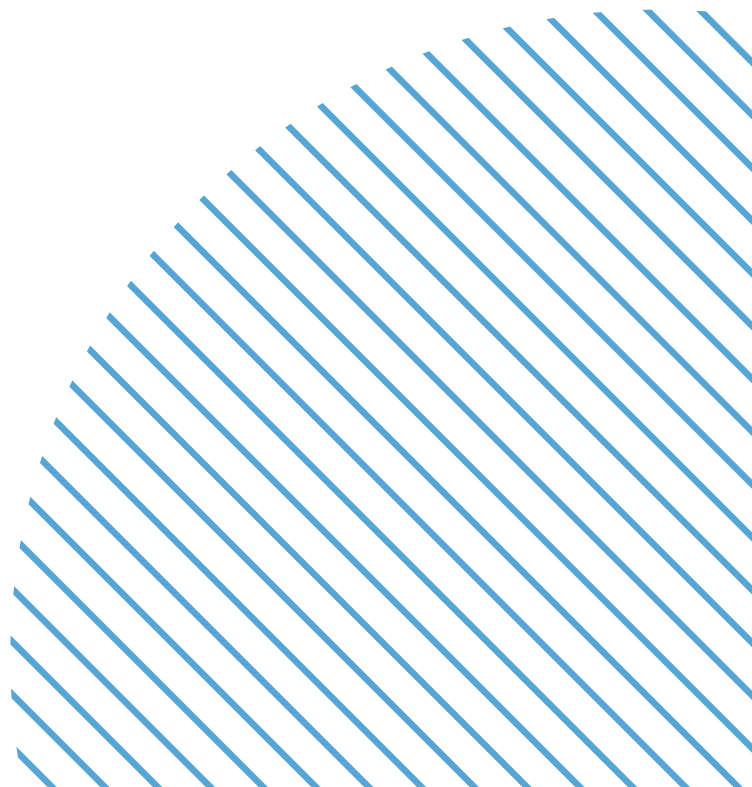
#1,2,5

nationally trending
spots on Twitter- at
the same time

-DROGA5

CAMPAIGN UNIQUENESS AND MEMORABILITY

- "Broke the internet" in a sense since they really went all in.
- Incredibly memorable campaign that drove an increase in revenue ("IHOP: IHOb," 2018.)
- "A landmark moment in marketing history." -The Washington Post
- "21st century marketing success story." -The New York Times

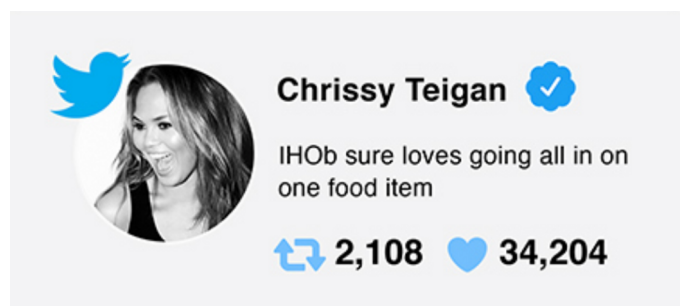


CAMPAIGN CHATTER

- Burger King jokingly switched to Pancake King
- Many celebrities including Chrissy Teigen, Diplo, Cardi B, Cookie Monster, Wendy's, Denny's, Netflix, Gigi Hadid, Philly Mag, and more all tweeted about the campaign.
- Appeared on the Stephen Colbert show
- Several other restaurant chains tweeted about the campaign.
- IHOB remained unflinching that this change was for real.
- The campaign was trending more on Twitter than the Trump and Kim Jon summit and the Net Neutrality rulings. ("IHOP: IHOb," 2018.)

"But what was perhaps most impressive was that it seemed to remind Americans that they do kinda, sorta care about IHOP after all."

-DROGA5





MANNER IN WHICH THE CAMPAIGN EXTENDS OR ALTERS WHAT THEY HAVE DONE BEFORE

A COMPLETE LEAP OF FAITH

- Focus on selling burgers to increase lunch and dinner crowds compared to advertising just breakfast food.
- Focus on using social media before, during, and after the advertisements went live.
 - Relied on Twitter for their news-worthy approach, in hopes of going viral.
 - Used shock value instead of a light-hearted, family-oriented approach.
- Focus on something other than brand-love.
 - Their previous focus of brand-love wasn't translating into sales.
- Their attempt to influence culture.
- Took the path of most resistance, compared to past "safe" campaigns.
 - Major stunt through direct response media and one-on-one engagement.

(Hartley, 2018)



LEGAL DETAILS

LEGAL PROTECTIONS

- IHOP is trademarked and registered under the U.S. Patent and Trademark Office. ("IHOP- Trademark Details", 2019)
- A trademark application was filed for IHOb in the United States. ("Examining the Validity...", n.d.)
- The IHOP domain name is registered to IHOP Restaurants LLC. (La Monica, 2018)

LAWSUITS

- RMH Holdings claimed, in a lawsuit, that Dine Brands put its burger sales at risk when IHOP changed their name to IHOb.
- RMH claimed "Dine Brands exacerbated 'the deterioration of Applebee's brand' with IHOP's rebrand."
- The lawsuit was dismissed (Taylor, 2018)

DISCLOSURES

- IHOP did eventually disclose that they were not changing their name to IHOb, that it was just in fact a publicity stunt and marketing tactic to promote their new burgers.
 - Used Twitter to do so,
 - "That's right, IHOP! We'd never turn our back on pancakes (except for that time we faked it to promote our new burgers)."
- ("Shocking! IHOP admits it faked IHOb name change", 2018)

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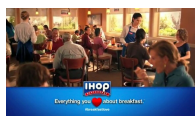
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