IHOb: the day IHOP flipped the script

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BEFORE IT'S A THING, IT'S HERE.
Looking into 2018, IHOP was in a pinch.

The brand had been experiencing negative YOY sales and the family dining category was in decline.

So we needed to find a way to grow.

And we needed to think big.
IHOP is famous for breakfast.

While our restaurants were buzzing during the AM daypart, our kitchens sat idle at lunch and dinner.

To achieve meaningful growth, we needed to grow in lunch and dinner.

Burgers are the #1 selling entrée among adults in the US.
Extensive research and testing told us what IHOP consumers wanted from our new burger:

**Quality product:**
- All Natural
- USDA Choice
- 100% Black Angus

**A compelling deal:**
- $6.99
- Unlimited fries
- And a beverage
Our new ultimate steakburgers were a hit with our guests

Our combo promotion removed the risk barrier to trial

But how could we convince the world to buy them
Show people we take our new burgers as *seriously* as we take our pancakes.
The idea needed to do two key things:

Get everyone talking about the new burger from the pancake house.

We couldn’t outspend America’s burger royalty. So we had to outsmart them.

So here’s what we did:
The ingredients in IHOb’s secret sauce

- Tapping into our existing brand equity
- Creating a game for consumers to play
- Going beyond ads into the real world
The results
1.2 million Tweets in the first 10 days

27,082 Earned media articles

100 + Brands and celebrities joined the conversation

42.6 billion Earned impressions
$113 million  
Earned media impressions

4 x

500,000  
Burgers sold per week at peak

4 x

More burgers sold
than pre-campaign
Thank you!

Be Bold and take some risks

Think differently

Build New Customer Muscles