

IHOb: the day IHOP flipped the script

Presented by Michael Chachula,
IHOP Head of Technology



BEFORE IT'S A THING, IT'S HERE.

NATIONALRESTAURANTSHOW.COM

#100YearsOfWow



@NationalRestaurantShow
@NatlRestShow



BEFORE IT'S A THING, IT'S HERE.

NATIONAL
RESTAURANT
ASSOCIATION
60th 2019

100
CENTENNIAL
MAY 28, 2019 - CHICAGO, IL

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.

BEFORE IT'S A THING, IT'S HERE.

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.

BEFORE IT'S A THING. IT'S HERE.

Insight-led product development

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

BEFORE IT'S A THING. IT'S HERE.

**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**

BEFORE IT'S A THING. IT'S HERE.

**Show people we take our
new burgers as *seriously*
as we take our pancakes.**

BEFORE IT'S A THING, IT'S HERE.

The idea needed to do two key things:



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

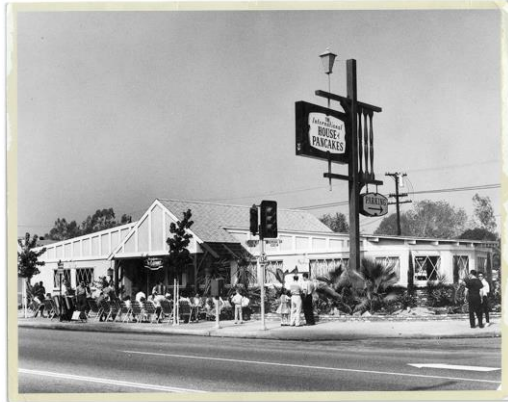


We couldn't outspend
America's burger royalty.
So we had to outsmart them.

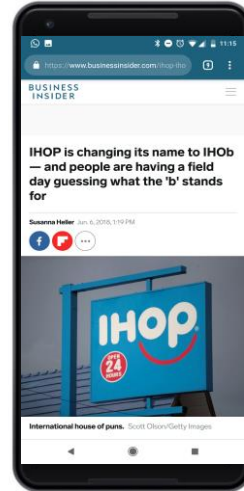
So here's what we did:

BEFORE IT'S A THING, IT'S HERE.

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**

BEFORE IT'S A THING, IT'S HERE.

The results

1.2 million

Tweets in the first 10 days

100 +

Brands and celebrities
joined the conversation

27,082

Earned media articles

42.6 billion

Earned impressions

BEFORE IT'S A THING, IT'S HERE.

\$113 million

Earned media impressions

500,000

Burgers sold per week at peak

4 x

More burgers sold
than pre-campaign

BEFORE IT'S A THING. IT'S HERE.

Thank you!

**Be Bold and
take some risks**

**Think
differently**

**Build New
Customer Muscles**