

CASE STUDY

DineEquity

Success loves company. Bringing two great brands together.

SITUATION

How do we unite two distinct companies under a single, powerful corporate brand, positioning us as the largest full-service restaurant company in the world?

In November 2007, IHOP Corporation acquired Applebee's. Its goal was to turn around this well recognized but struggling brand by using its core expertise in brand revitalization and franchising — a winning formula that transformed IHOP into an iconic brand in the family-dining category. The IHOP success story described a highly profitable restaurant system that was 99% franchised with strong franchisee relationships. After acquiring nearly 2,000 Applebee's locations, IHOP Corporation faced the challenge of creating another success story and unifying two distinct cultures under a shared vision. CEO, Julia Stewart, now needed to create a corporate umbrella brand, integrating IHOP and Applebee's under a single name that would stand for a compelling value proposition — now and in the future.

SOLUTION

In response to this challenge, Baker developed a unique name, corporate identity and brand platform for the new parent company of IHOP and Applebee's: DineEquity. The DineEquity name captured the company's franchisee focus, energy and unique value. More importantly, DineEquity established a corporate brand entity that spoke to its status as a world-class franchisor and dynamic industry leader.

RESULTS

Since its launch, DineEquity has made great progress on revitalizing the Applebee's brand and extending IHOP's market leadership. The story of these two distinct companies, united by a shared vision to become the world's number one restaurant franchise company, has steadily built momentum under the DineEquity brand. As DineEquity continues to deliver results despite the economic downturn, its promise of enhanced value to stakeholders appears apt and relevant, preparing the company for continued growth and expansion.

CENTERS OF EXCELLENCE:

Brand Strategy and Development
Corporate and Investor Communications

DineEquity PROGRAM COMPONENTS:

Brand Audit and Assessment
Competitive Benchmarking
Audience Insights
Brand Positioning and Platform
Brand Architecture
Naming
Identity
Design System
Messaging and Voice
Website Content
Brand Launch
Annual Report

↓ NAME, TAGLINE AND LOGO

Great franchisees. Great brands.™

dineEquity™