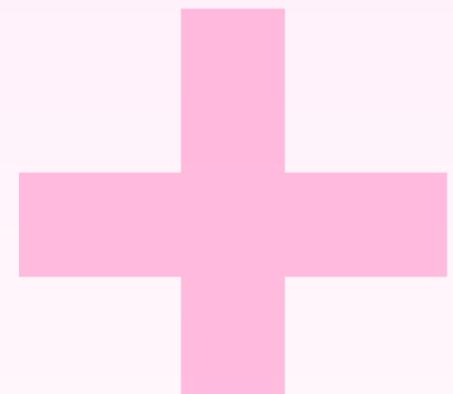




Applebee's & IHOP Cut Costs Without Losing Customers



Why co-locating works without hurting either brand.





DINE BRANDS, like other companies, is looking at partnerships as a way to boost revenue and efficiency. The company plans on opening 15 co-branded Applebee's and IHOP by the end of this year, with the goal of covering all four dayparts (morning, lunch, dinner, late evening). The first co-branded restaurant has seen great success, generating three times the sales compared to when it was a single restaurant.

BERA.ai data shows that, besides the obvious operational synergy, there is a lot of synergy in how consumers view these two brands that makes this a great partnership.

BOTH BRANDS...



SHOW STRONG EQUITY

among the broad population and are particularly strong among younger adults.



HAVE SIMILAR BRAND POSITIONING

associations and can reinforce each others' strengths, making for a consistent consumer experience.



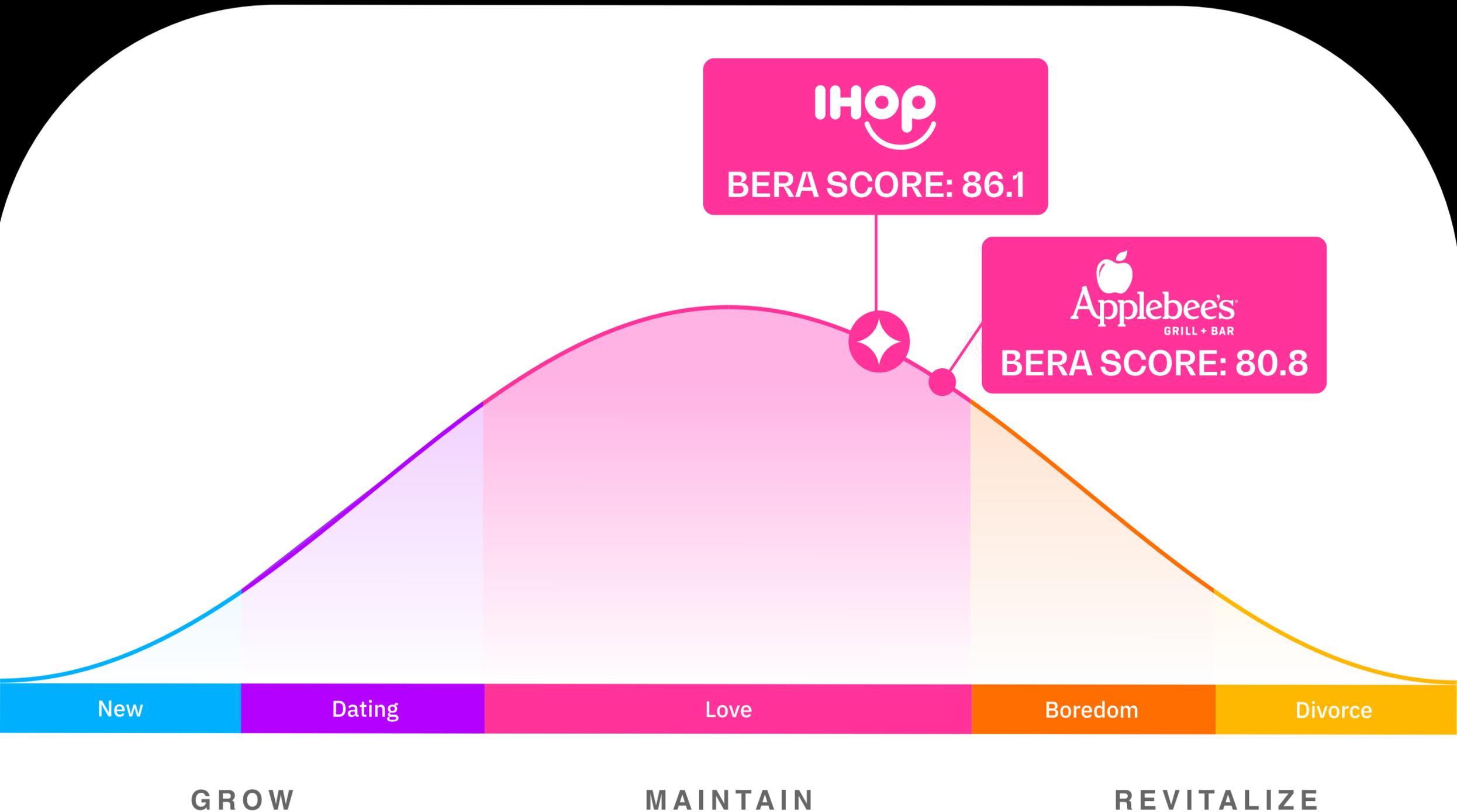
SHARE A LARGE AMOUNT

of customers and have a lot of consideration among non-customers.



Applebee's and IHOP serve different dayparts but share the same customers. That makes them a great match for a co-location partnership. BERA.ai data confirms both rank in the top 25% of all brands in the US on their overall brand equity scores.

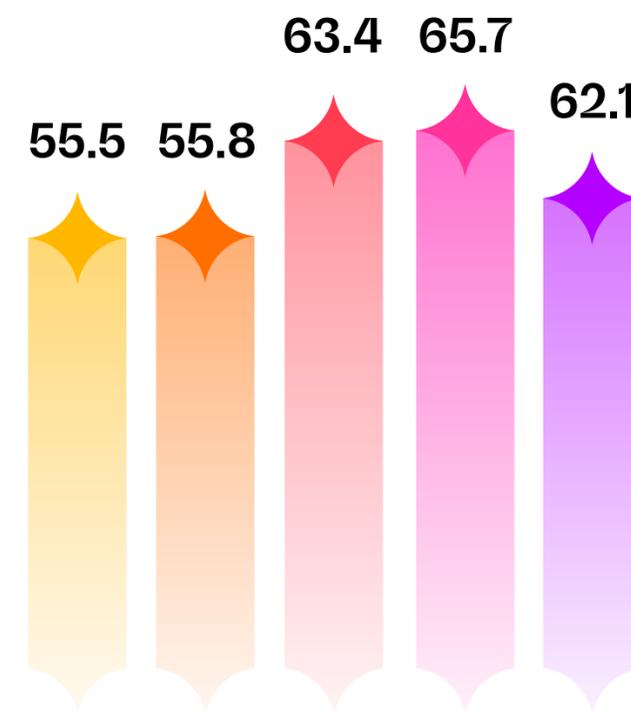
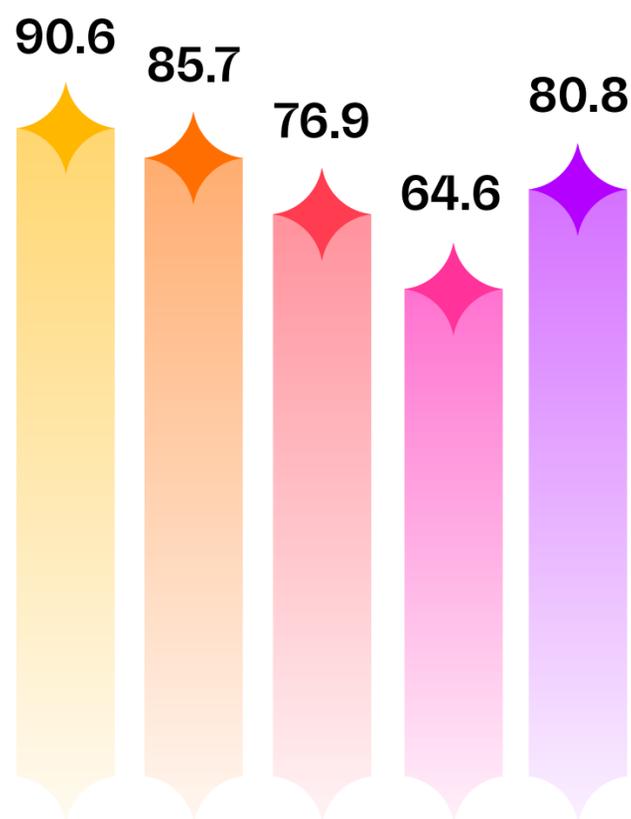
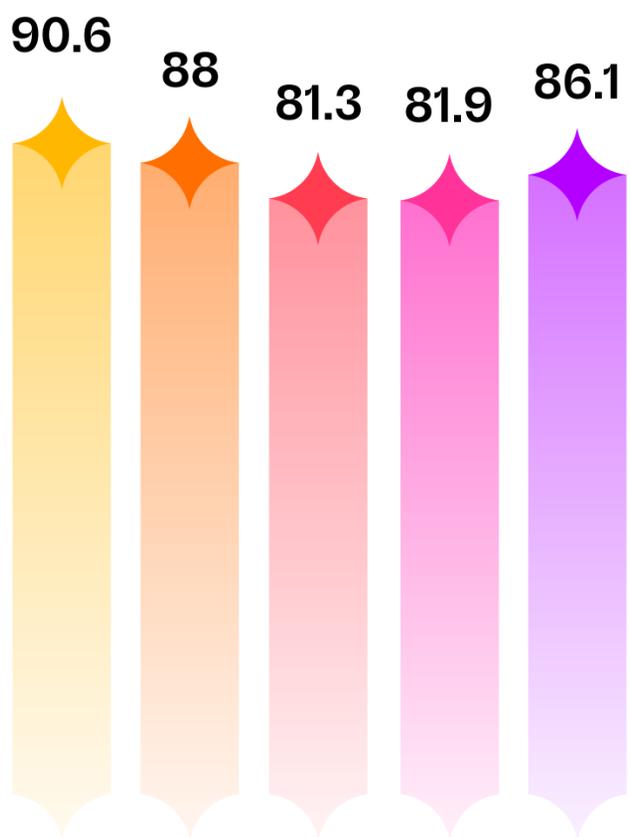
TOTAL POPULATION | Q1 2024 - Q4 2024





Familiarity, Regard, and Meaningfulness drive equity for both brands, while IHOP adds strong Uniqueness to the mix. These shared strengths make the combination feel cohesive, not forced.

- Familiarity
- Regard
- Meaningfulness
- Uniqueness
- BERA Score

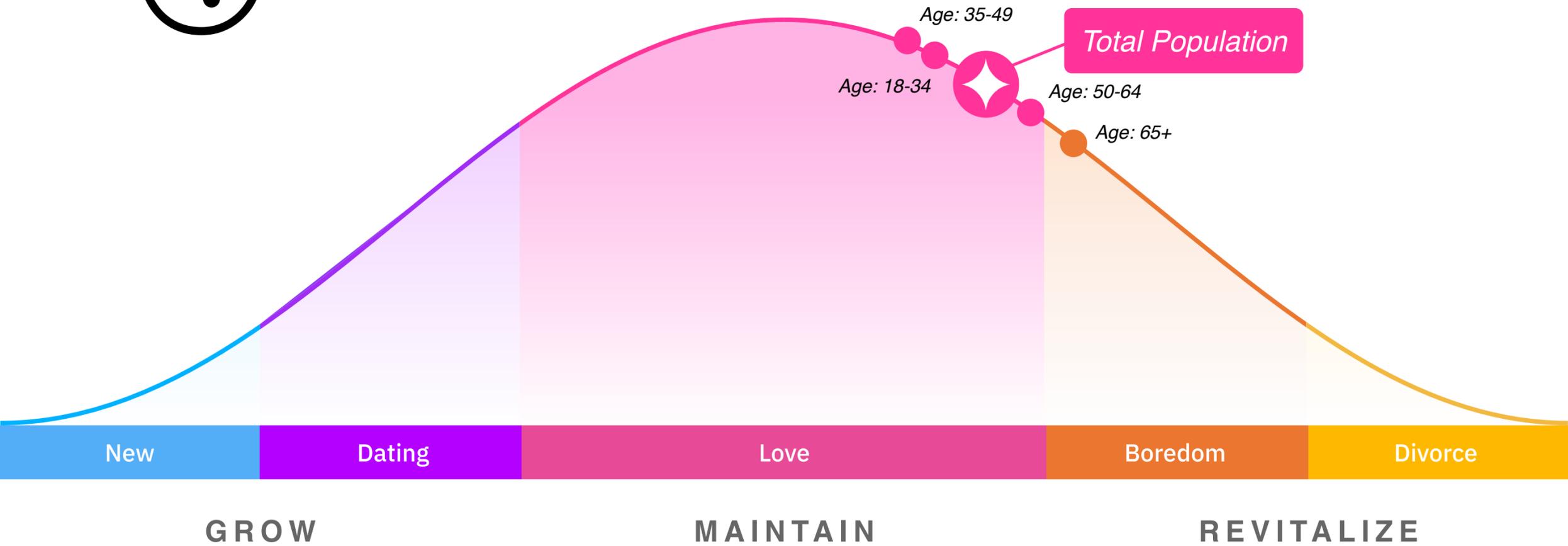


Casual Dining Restaurants
(Category Average)

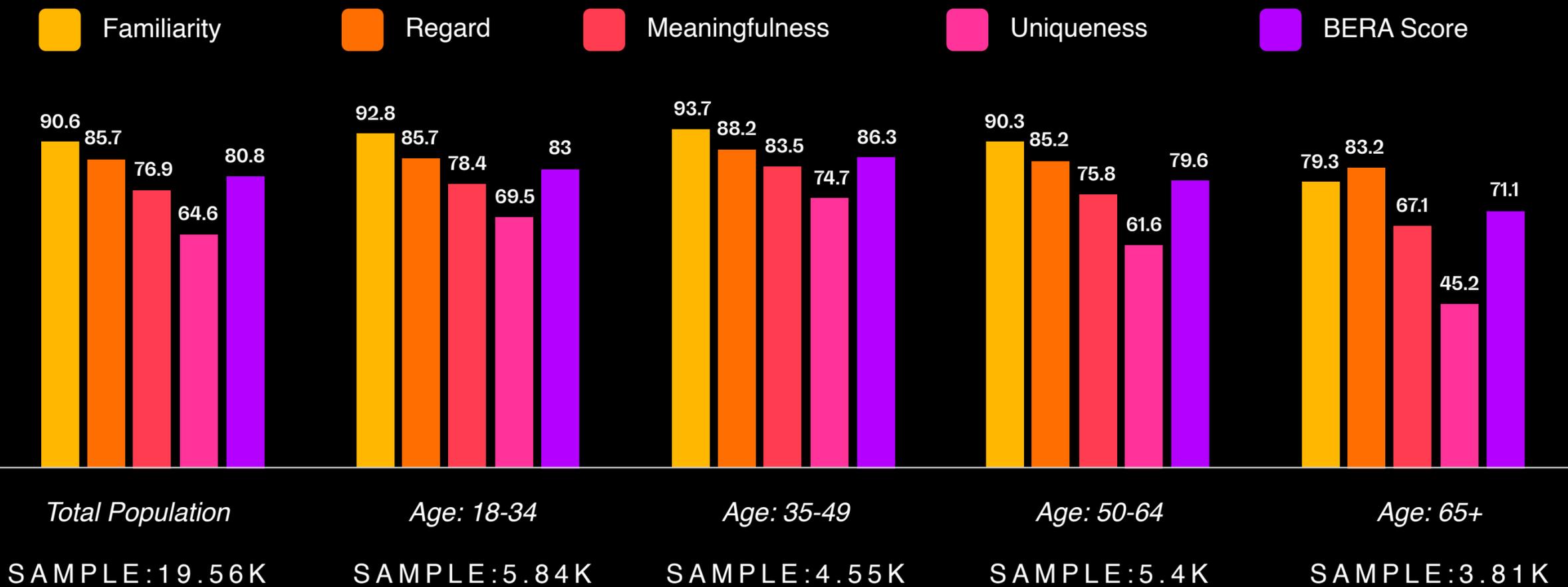
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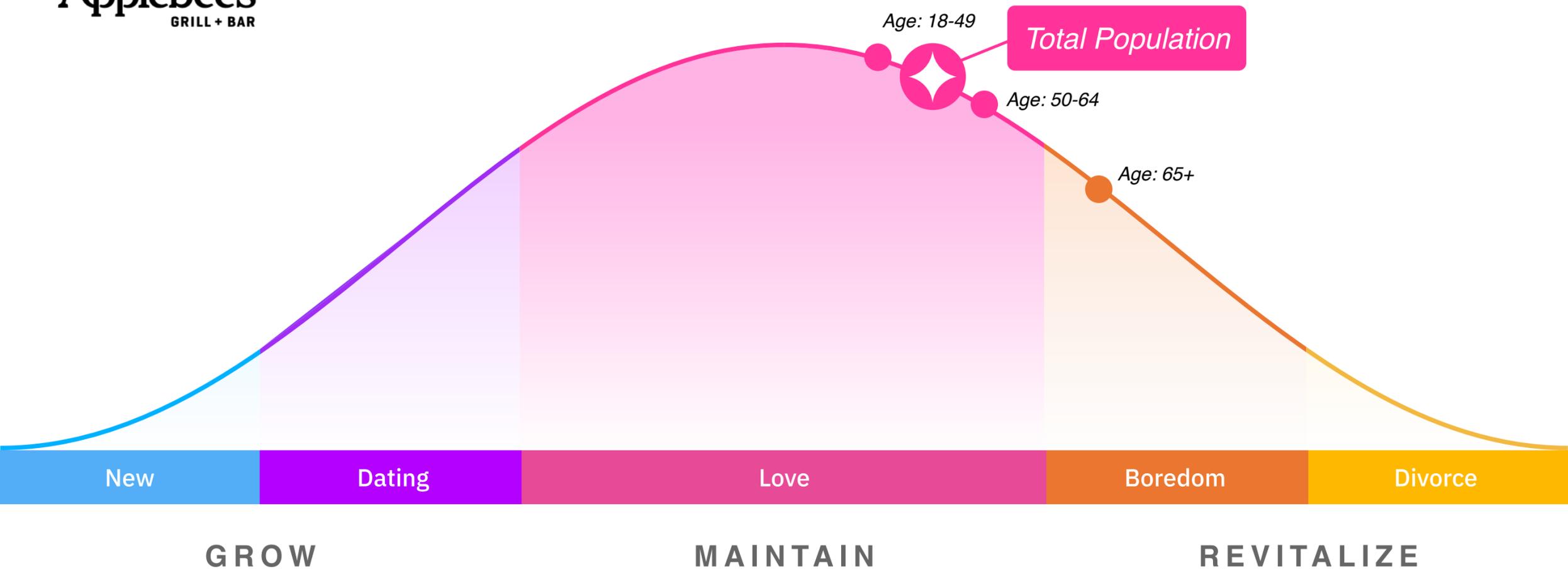
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SAMPLE: 292.61K

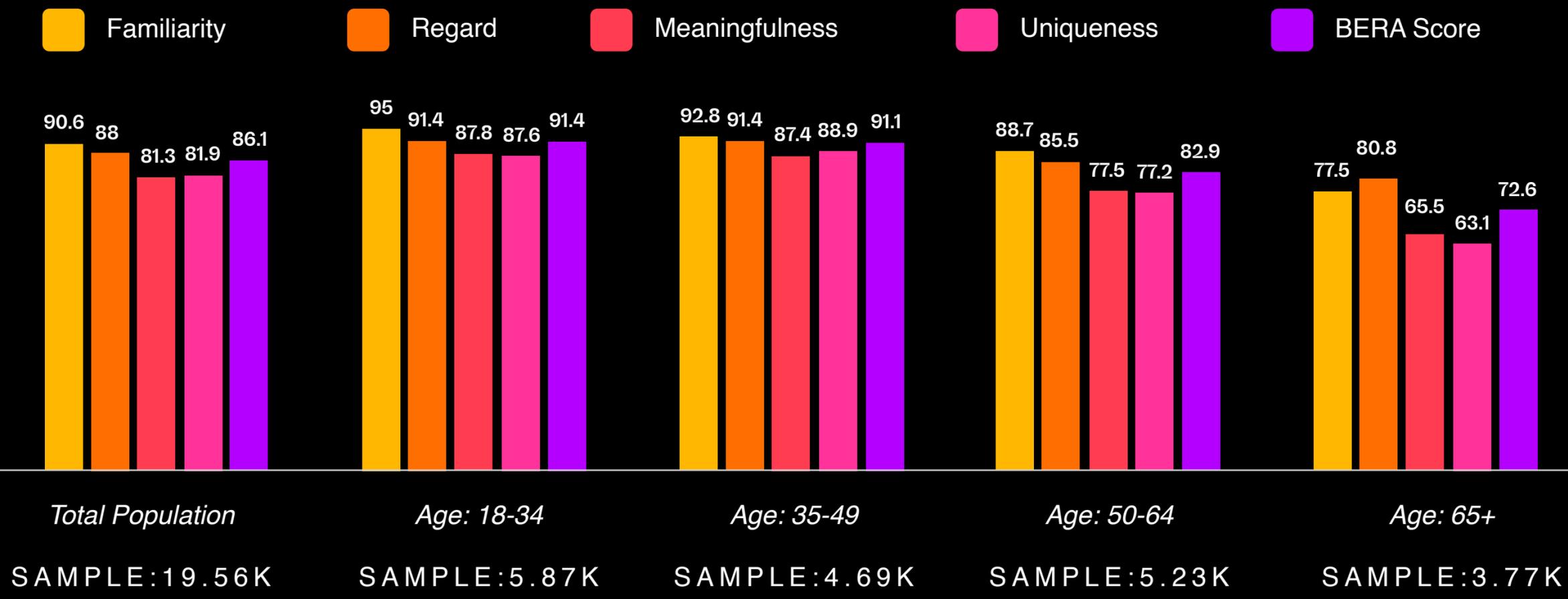


Applebee's and IHOP both perform exceptionally well with adults 18 to 49, meaning they reach the same customers at different times of day.





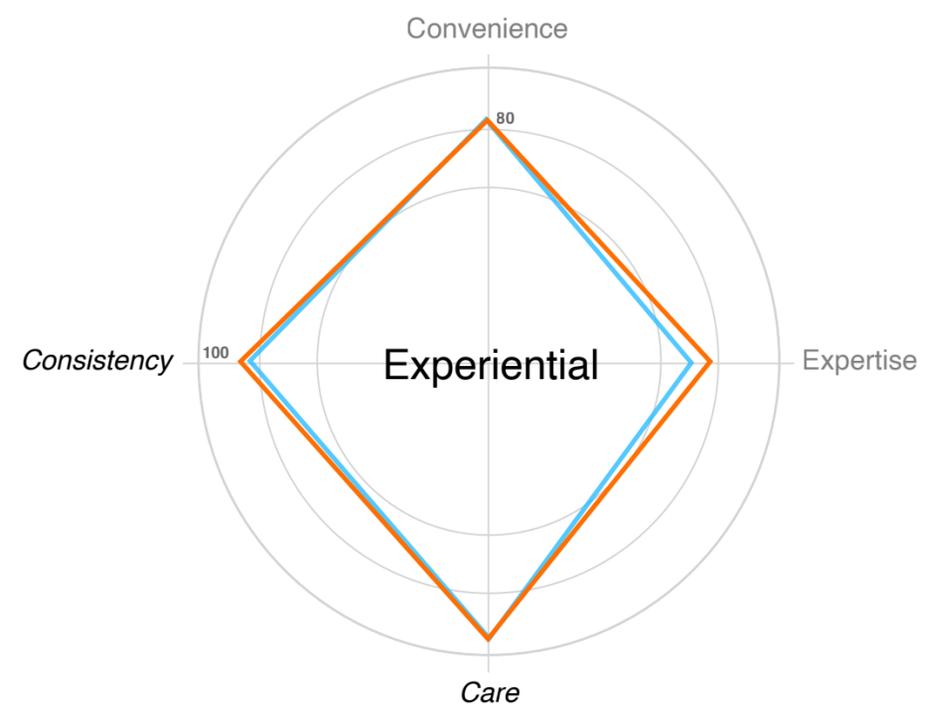
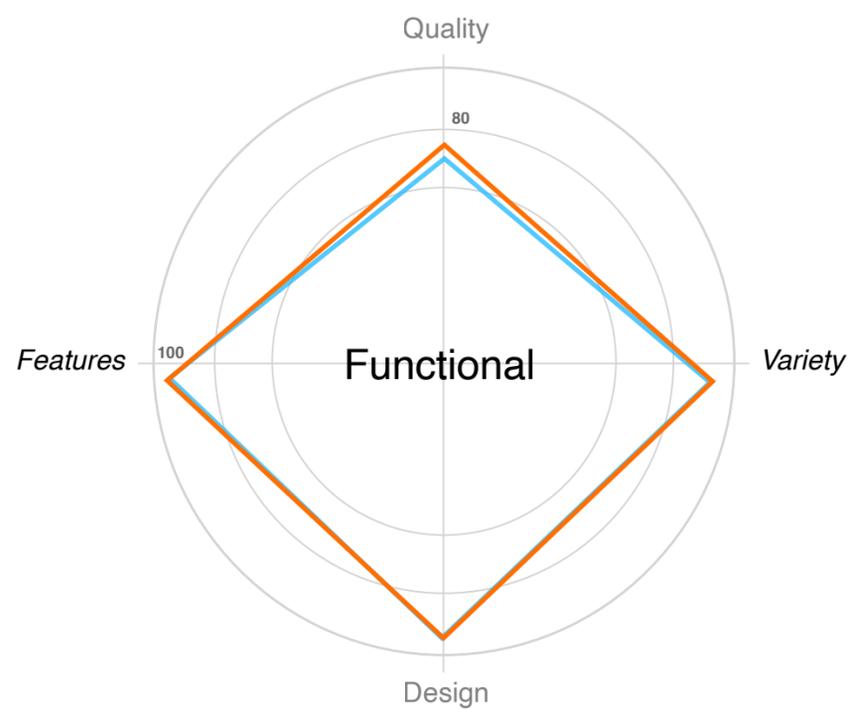
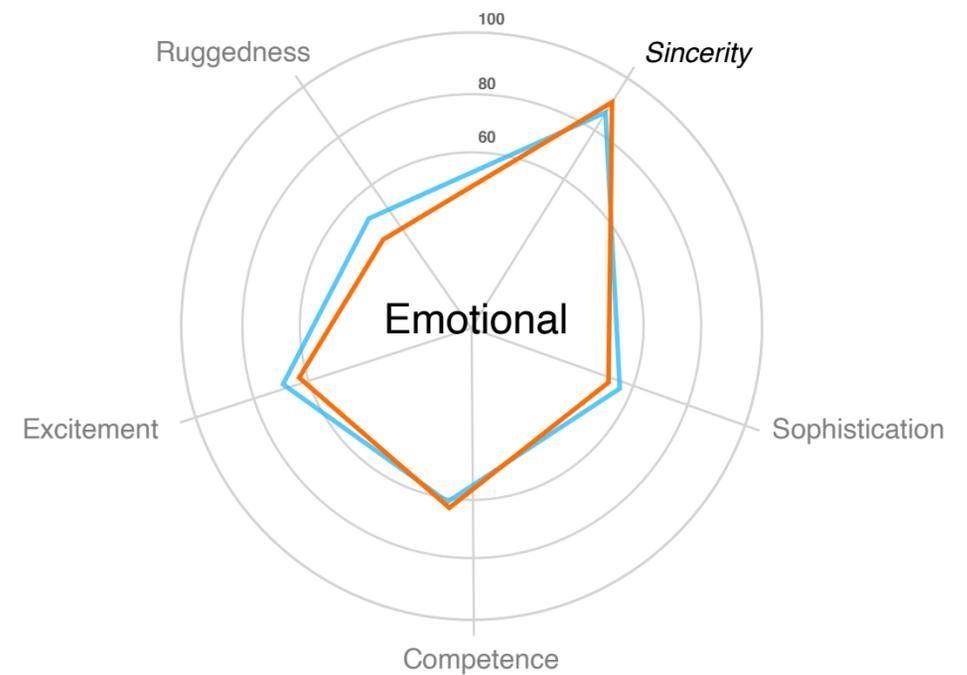
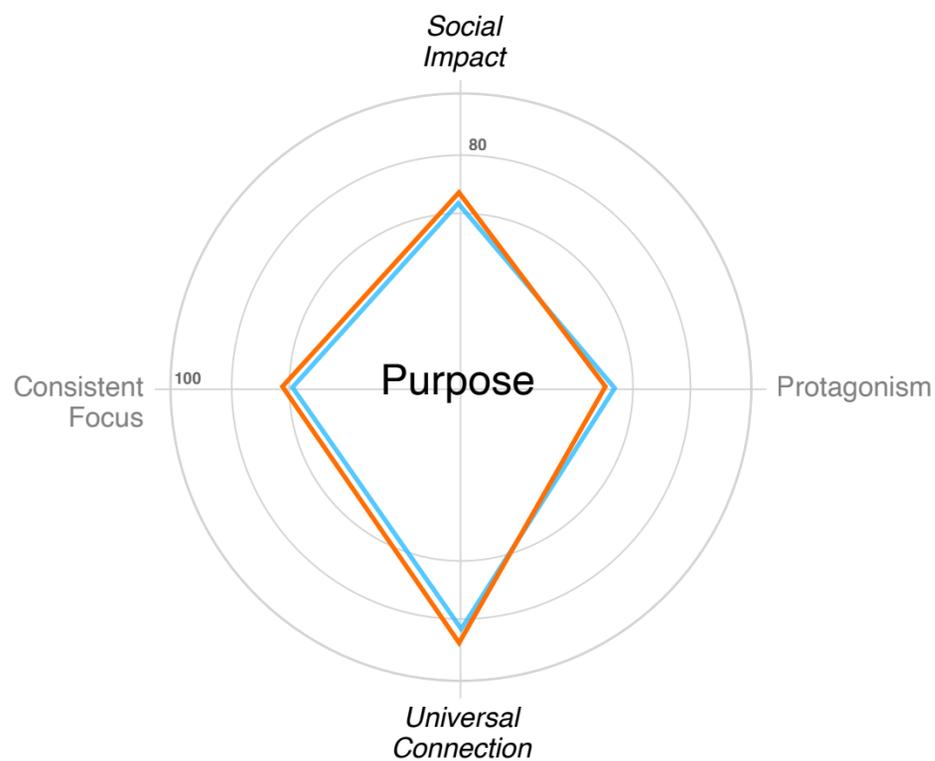
This shared audience and daypart separation creates efficiency without overlap, which may ultimately lead to higher profits and revenue.



Both brands have very consistent positioning associations across the following factors:

*Purpose — Universal Connection
Emotional — Sincerity*

*Functional — Variety & Features
Experiential — Care & Consistency*



This consistency helps customers move between the two with ease. It also reduces operational complexity for staff and management.



APPLEBEE'S CUSTOMERS' VIEWS ON IHOP

AWARENESS



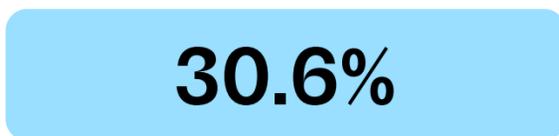
CONSIDERATION



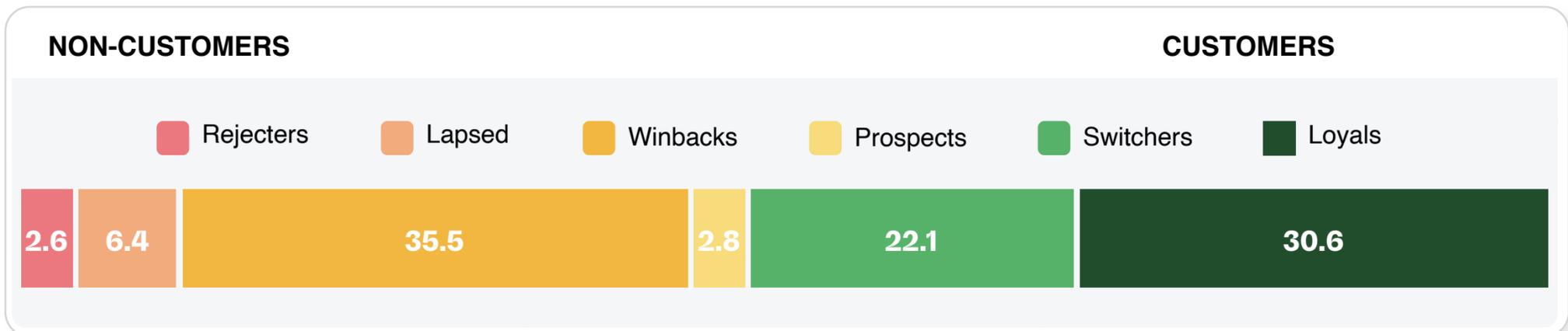
USAGE



PREFERENCE



ADVOCACY



Co-location makes sense when brands are aligned. Applebee's and IHOP are a clear example of when to partner. This is especially true considering more than half of Applebee's customers are also IHOP customers, while more than 90% of Applebee's customers have consideration for IHOP.



See how IHOP & Applebee's created a co-branded model that works well



and what makes this partnership a
blueprint for operational synergy. 

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