



# Challenges

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2. **little differentiation**
3. **preconceived perceptions...**

...“I know Denny’s”

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# **Denny's** Challenges

**...and, oh yeah, there's some sorta recession-thingy goin' on**

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“The American consumer is adjusting their family budgets, not for just right now, but for years to come.”

-A.G. Lafley, CEO, Proctor & Gamble

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**Spending Will Never Be The Same**

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“I don’t think we’re going to return to conspicuous consumption anytime soon, if ever.”  
-Bonnie Riggs, NPD, NRN 10/5/09

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**“Most Americans...still think we're in a recession. So if they think we're still in a recession, we probably are.”**  
-Dennis Lombardi, WD Partners, NRN  
10/5/09

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**Spending Will Never Be The Same**

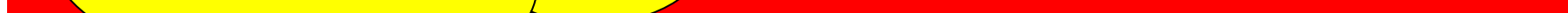
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**Genius**



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-Gennaro Lombardi, WD Partners, NRN 10/5/09

**Genius**

“A man who stops advertising to save money is like a man who stops a clock to save time.”  
-Henry Ford during the Great Depression

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-A.G. Lafley, CEO, Procter & Gamble

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-Crisis Lombardi, WD Partners, NRN 10/5/09

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“A man who stops advertising to money...  
-Henry Ford during the Great Depression

**Can't Stop - besides, finance would take our Ad \$ to the Bottom Line!**

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Lombardi, WD Partners, NRN 10/5/09

“There may be a recession, but we refuse to participate.”  
Randy Kibler, CEO Bojangles, NRN, 10/5/09

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Lombardi, WD Partners, NRN 10/5/09

“There may be a but we refer to it as a recession.”  
Go Big Or...  
Bojangles, NRN, 10/5/09

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# So, What To Do?

## Discounting, Couponing, Dollar Menu...

### Oh My!

*“What would entice customers to go to restaurants more often?”*

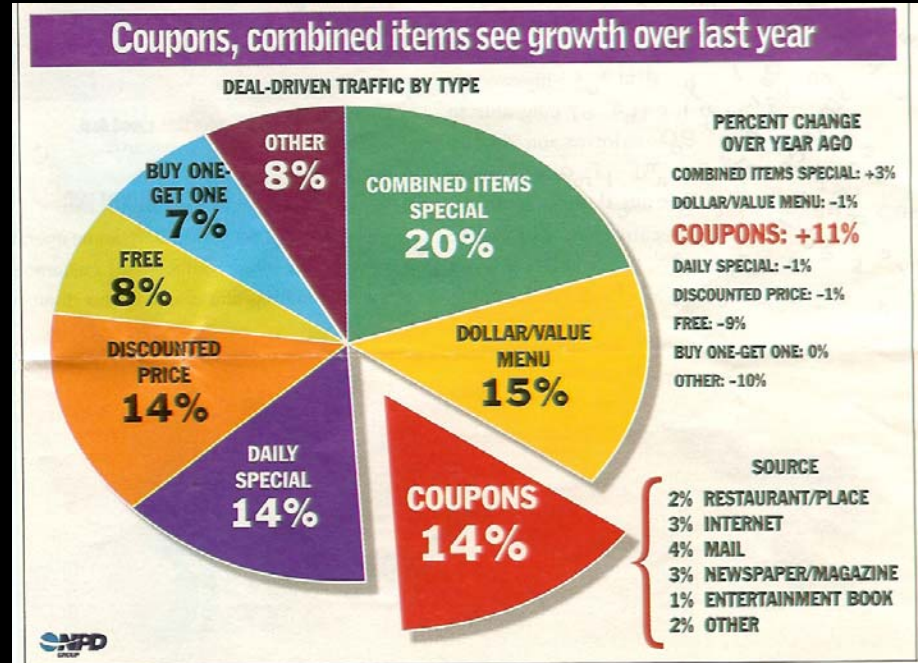
- **Discounts**
- **Coupons for Free Items**
- **More Dollar Menu Items**
- **Choice of Price Offerings**

-NPD Study, NRN 10/5/09

*Deals that most influence the dine-out decision:*

- **BOGO**
- **Value/Dollar Menu**
- **Specific Price Point**
- **Combo Meals**
- **Free App w/Entree**

-Technomic Amex Study 2009, Oct QSR



SOURCE: THE NPD GROUP

Internet couponing is great for rate versus the usual 2 percent to us.” Rosenberg said. “We’re really

# Link to Brand Objective(s)

- Have a Strategy *(yes, really!)*
  - Leverage Core Equities
  - Differentiate / Breakthrough
  - Value
    - Service
    - Quality
    - Experience / **ENERGY**
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**Internally, Externally, *Everywherernally***

# Grand Slam Giveaway

1. **KISS** – core equity product
  2. **Full Alignment** – in the tower, in the field, company, franchise
  3. **Contingency Plans** – rain checks
  4. **Tell the World** – superbowl... and then some
  5. **Plan, Plan, Plan** – ask all the “what if’s”
  6. **Pray** - rub the rabbit’s foot, rosary... whatever is nearby that won’t get you a hall pass to HR
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