



Consumer Behavior

The Pentazones





Outline

- ❖ Introduction
- ❖ Market Opportunity
- ❖ Research
- ❖ Targeting
- ❖ Positioning
- ❖ 4P



Introduction

- IHOP is an American multinational pancake house restaurant chain that specializes in breakfast foods
- They are famous for their pancakes, waffles, french toast, and omelettes
- In 2019, IHOP grew by 29.9%
- IHOP operates casual dining restaurant networks



Pancake mix





Market Opportunity

- Bring the authentic IHOP taste to people's homes in the form of pancake mixes
- Introduce the IHOP taste to a wider group of consumers without investing in physical locations
- Complement existing product lines (syrups, etc.)
- Increase offline presence by selling mixes in supermarkets/groceries as well as online (e.g. Amazon)



We interviewed a number of pancake consumers and surveyed consumers in markets served by IHOP.

Goals:

- Identify the market opportunity and target segments
- Consumer behavior towards pancakes and IHOP



Survey:

10 Questions

99 collected responses

- Consumer opinion towards pancakes and pancake mixes
- Consumer opinion of the IHOP brand
- Consumer behavior when eating/making pancakes



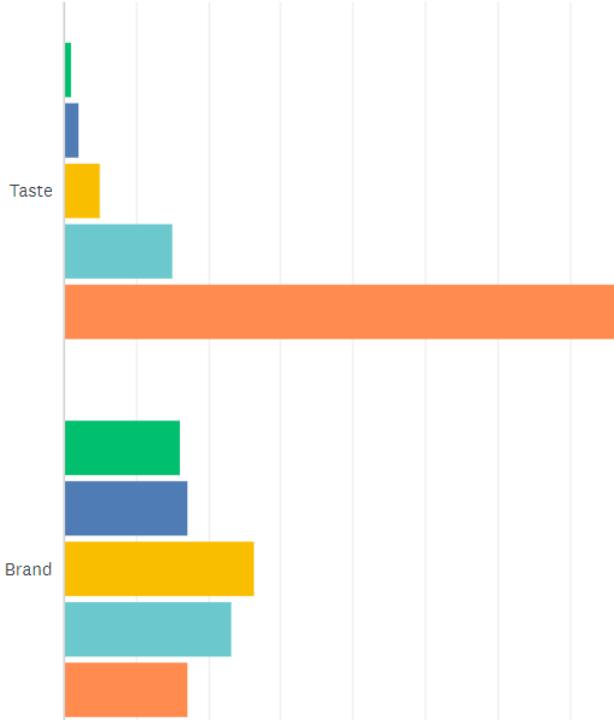
Survey Results:

- 85% of the people have a favorable opinion of pancakes
- Most people like pancakes and $\frac{1}{3}$ buy and prepare them at **home** regularly.
- Most popular brands: Betty Crocker and Aunt Jemima



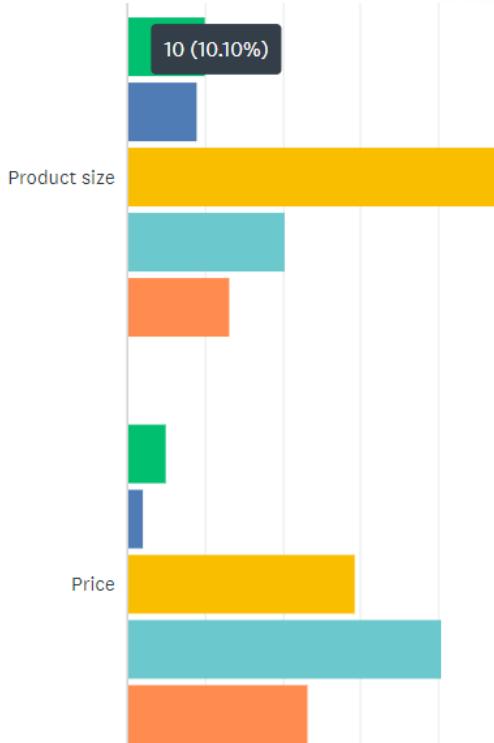


Research



Survey Results:

- Taste is more important than Brand
- Ease of making is very important when deciding which pancake mix to buy



Survey Results:

- Price is more important than the product size
- IHOP should make their pancake mixes less expensive with smaller size



Survey Results:

- Almost half of the respondents find cooking pancakes to be the most difficult part. Some also struggle at preparing the mix.
- Should focus on making the mix directions as simple as possible

“Follow these easy steps to get your IHOP pancakes at home!”



Survey Results:

- About 80% of respondents know of IHOP and visit IHOP restaurants up to 4 times a month on average.
- Respondents purchase pancakes mixes less than once a month.

If a person wants to eat IHOP pancakes currently, their only choice is to visit the restaurant



Survey Results:

- Some respondents suggested that they visit IHOP restaurants because of the place itself.
- The IHOP restaurant, for many people, represents a place for families and friends gathering.
- Some studies also point to the fact that IHOP is an important part of the childhood of many Americans



Survey Results:

Factors people like about IHOP:

1. Taste
2. Menu variety
3. Atmosphere
4. Service

Comment section results show a clear trend that people value **price, variety and taste** the most.



Research: Interviews

Interviews: All the interviews were conducted with pancake consumers

Findings:

- Positive opinions towards the taste of IHOP pancakes
- No regular visits to IHOPs because they simply have no IHOPs near them.
- Positive attitude towards the idea of an IHOP pancake mix
- Willingness to buy the mix at \$10



Research: Interviews

Findings:

Willingness to add it to their grocery list but:

1. The authentic IHOP pancake taste should be preserved
2. Process should be beginner friendly and not effort-intensive
3. Price should be affordable but still greater than generic brands to keep the “affordable luxury pancake” image IHOP possesses



Secondary Research

IHOP claims that the magic is in the cooking details - specific temperature and duration.



IHOP is also preferred by younger people because of its ambience.

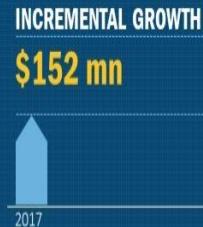
Wanna Hangout? Lets go IHOP!!





Secondary Research

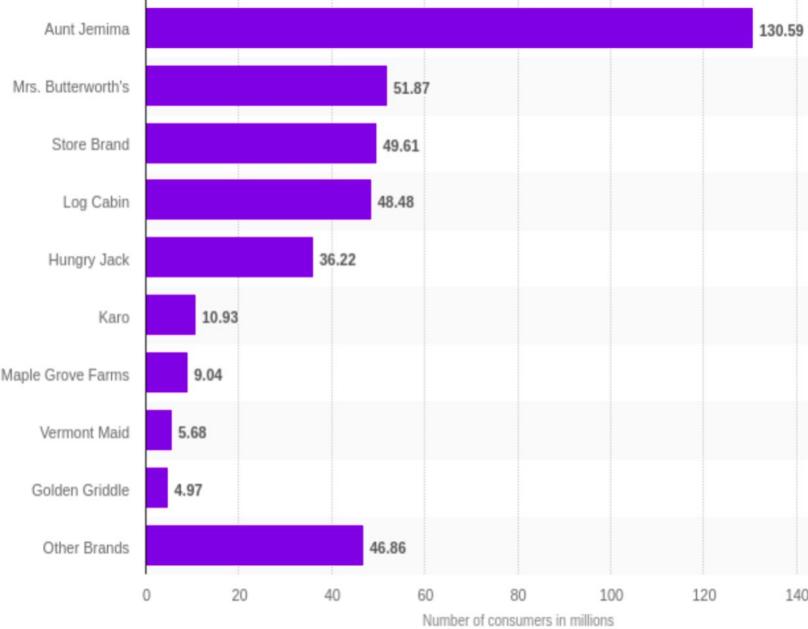
The market will be **ACCELERATING** growing at a **CAGR** close to **4%**



56% of the market share originated from the **AMERICAS** in 2017

The **EMEA REGION** has a **HIGHER** incremental growth than the **APAC REGION**

One of the **KEY TRENDS** for this market will be the **GROWING DEMAND FOR GLUTEN-FREE PANCAKE MIXES**





Secondary Research



They have a large menu to serve their customer needs

We can satisfy all your varied pancake cravings!!



Secondary Research



IHOP celebrates the day by giving out free pancakes to customers

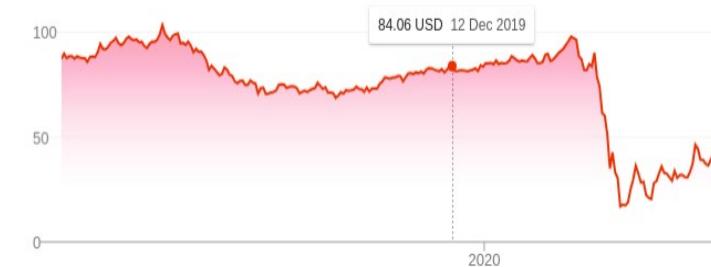


The brand believes in serious marketing. For example, the IHOb campaign - to accelerate burger sales.



Secondary Research

Parent company, DINE BRANDS GLOBAL INC., owns Applebee's and IHOP - 2 restaurant chains



Since the Coronavirus outbreak, their stock price has fallen significantly.

They need to diversify their portfolio

IHOP PANCAKE MIX





Targeting

- Main target will be the U.S consumer market



People who like IHOP pancakes but can't or don't want to go to the store

People who want easy-to-make, high-quality pancakes at home



Positioning

“For pancake lovers, IHOP introduces its rich and tasty pancakes, packaged in our brand new pancake mix, for you to enjoy in the convenience of your own house”

Why?:

- Point of differentiation: rich and tasty
- Target: pancake lovers who want to eat pancakes at home
- “In the convenience of your own house” refers to the convenience that customers can enjoy the same delicious IHOP pancakes in their homes



Product - Mix

❖ Original Buttermilk Pancake Mix

- Most popular IHOP pancake
- Complements IHOP syrups well
- Can differentiate and customize pancakes by adding different ingredients
- Simple nature of mix complements different flavors





Product - Packaging

❖ Packaging

➤ Features

- Simple
- Contains IHOP symbol, IHOP pancake pictures, and distinctive colors

➤ Content

- Preserve and emphasize authentic IHOP taste
- Directions
- Tips
- Customization



Product - Packaging

❖ Front Side

- IHOP symbol (instantly recognizable)
- Colorful
- Pancake pictures
- Authentic IHOP image and taste





Product - Packaging

❖ Back Side

- Simple
- Easy directions
- Tips
- Customization





Product - Packaging

CLASSIC PANCAKES
MAKES 14 PANCAKES

YOU WILL NEED

- 2 CUPS ORIGINAL BISQUICK™ MIX
- 1 CUP MILK
- 2 EGGS

1. STIR ingredients until blended.
2. POUR slightly less than $\frac{1}{4}$ cupfuls onto hot greased griddle.
3. COOK until edges are dry. Turn; cook until golden. High Altitude (3500-6500 ft): No change. For thinner pancakes, increase milk to $1\frac{1}{2}$ cups.

© General Mills

THE ULTIMATE PANCAKE
JUST ADD THE FOLLOWING INGREDIENTS TO STEP 1 OF OUR CLASSIC PANCAKES RECIPE

- 2 TSP BAKING SODA
- 2 TBSP VEGETABLE OIL
- 1 TSP VANILLA EXTRACT (PURE)
- 3 TBSP SUGAR

OUR MOST DELICIOUS PANCAKE EVER!

WAFFLES
MAKES 12 (4-INCH) WAFFLES

YOU WILL NEED

- 2 CUPS ORIGINAL BISQUICK™ MIX
- 2 TBSP VEGETABLE OIL
- 1½ CUPS MILK
- 1 EGG

1. STIR ingredients until blended.
2. POUR onto center of hot greased waffle maker; close lid.
3. BAKE about 5 min or until steaming stops. Carefully remove waffle. High Altitude (3500-6500 ft): No change.

© General Mills

MAKE IT YOUR OWN
STIR YOUR FAVORITE INGREDIENTS INTO THE BISQUICK™ PANCAKE OR WAFFLE RECIPE

- MAKE IT MOIST: ADD 2/3 CUP VANILLA YOGURT
- MAKE IT NUTTY: ADD 1/4 CUP PEANUT BUTTER
- MAKE IT AWESOME: ADD 6 SLICES COOKED BACON, CHOPPED
- MORE FUN: ADD 2 TBSP CANDY SPRINKLES
- JUST ENOUGH SPICE: ADD 1 TSP GROUND CINNAMON
- MAKE IT HEARTY: ADD 1/2 CUP QUICK COOKING OATS

Do Not Eat Raw Pancake Batter
No Comas La Masa Para Pancakes Cruda

Betty Crocker Complete Pancake Mix
Directions / Instrucciones

Pancakes

To Make	Mix	Cold Water
6 to 7 pancakes	1 cup	½ cup
12 to 14 pancakes	2 cups	1½ cups
20 to 22 pancakes	3 cups	2½ cups

1. Heat skillet or griddle over medium-high heat or to 375°F. Grease with vegetable oil or shortening. (Surface is ready when drops of water jump around.)
2. Stir Pancake Mix and cold water with fork or wire whisk until smooth (batter will be thin).* Pour slightly less than $\frac{1}{4}$ cup batter onto hot skillet for each pancake.
3. Cook until bubbles break on surface and edges just begin to dry. Turn; cook about 1 minute or until golden brown.
 *For thicker pancakes, stir in additional mix.
 High Altitude (3500-6500 ft): No change.
 © General Mills

Waffles

1. Heat waffle maker.
2. Beat 2 cups Pancake Mix, 1 ½ c. hot w. or m., 2 tablespoons vegetable oil and 1 egg with wire or wire whisk until smooth. Pour onto center of greased waffle maker.
3. Bake about 5 minutes or until steaming stops. Remove carefully. 6 (9-inch) waffles.
 High Altitude (3500-6500 ft): No change.
 © General Mills

Tips

To Reheat Pancakes: Microwave 1-2 pancakes on High 10 to 20 sec. Or place in single layer on ungreased cookie sheet and cover tightly with foil; heat in 375°F oven about 10 min.

To Keep Pancakes Warm: Place on paper towel-lined cookie sheet in 200°F oven.

Waffles

1. Caliente una sartén o plancha a fuego medio-alto o a 375°F. Untela con aceite vegetal o manteca. (La superficie estará lista cuando las gotas de agua salten y desaparezcan.)
2. Bata la mezcla para "pancakes" y el agua fría con un tenedor o batidor de alambre hasta que la mezcla se suavice (la mezcla será casi líquida).* Vierta un poco mezcla en la sartén que se calienta para cada "pancake".
3. Cocine hasta que aparezcan burbujas en la superficie y los bordes empiecen a secarse. Volteeles y siga cocinandolos aproximadamente durante 1 minuto o hasta que se doren bien.
 *Para hacer "pancakes" más gruesos, agregue más mezcla.
 Altitud (1,100-1,980 mts): No varia.
 © General Mills

Consejos

1. Caliente la sartén o plancha a fuego medio-alto o a 375°F. Untela con aceite vegetal o manteca. (La superficie estará lista cuando las gotas de agua salten y desaparezcan.)
2. Bata la mezcla para "pancakes" y el agua fría con un tenedor o batidor de alambre hasta que la mezcla se suavice. Vierta la mezcla en el centro de la máquina para "waffles" previamente engrasada.
3. Hornee por aproximadamente 5 minutos o hasta que ya no salga más vapor. Retirelos con cuidado. 6 "waffles" (9 pulgadas).
 Altitud (1,100-1,980 mts): No varia.
 © General Mills

Try these stir-in ideas!

Stir one of the following into pancake or waffle batter for each 2 cups of mix used:

- Blueberry - ½ cup fresh or frozen blueberries
- Chocolate Chip - ½ cup mini chocolate chips
- Apple Cinnamon - ½ cup finely chopped peeled apple and 1 tsp ground cinnamon
- Banana Walnut - ½ cup thinly sliced banana and 2 tablespoons chopped walnuts

¡Prueba estas ideas!

Agregue una de las siguientes opciones a la mezcla para "pancakes" o "waffles" antes de 2 horas de la hora de hornear.

- Fresas - ½ taza de arándanos frescas o congeladas
- Trozos de chocolate - ½ taza de pedazos de chocolate
- Manzana y canela - ½ taza de manzana pelada picada finamente y 1 cucharadita de canela
- Plátano y nueces - ½ taza de plátano en rebanadas delgadas y 2 cucharadas de nueces picadas



Price - Research

- ❖ Research findings
 - Price is more important than the product size
 - Price needs to reflect high quality of IHOP pancakes
 - Estimate of 9 - 13\$ for 32 - Oz pack



Price - Competitors

\$2.50 for 32 - Oz



\$1.98 for 32 - Oz



\$1.48 for 32 - Oz





Price - Results

- ❖ \$4.99 for 32 - Oz with multiple pack discounts
 - Higher than competitors to signify quality of IHOP pancakes
 - Pack discounts to decrease unit costs as price is more important than product size
 - Less than research estimates to satisfy consumers
 - Less than diner prices to entice existing consumer base





Place

- ❖ 3 Places
 - Offline Retail Stores (Supermarket, Grocery Stores)
 - Online shops (E-commerce shops, IHOP online store)
 - IHOP Restaurant



Place - Offline Retail Stores

- ❖ Place IHOP pancake mix in groceries, supermarkets, and other retail stores
- ❖ Offer discounts to bulk purchases





Place - Online Shops

- ❖ Place IHOP pancake mix in online retail stores such as Amazon and Walmart
- ❖ Sell IHOP products such as syrup and pancake mix on the IHOP website
- ❖ Offer discounts for purchases from the IHOP website

HOME CATALOG

Home > Waffle House Waffle Mix

Waffle House Mix
\$15.00
Quantity
ADD TO CART

Waffle House's original recipe waffle mix for your kitchen. Each order contains 1 jumbo bag of mix. Each bag makes enough batter for 20-24 waffles. For smaller servings, refer to recipe card included.

Contains: Wheat, Milk.
May Contain: Egg, Soy.

Walmart.com

Pickup & Delivery

Search Walmart.com

Brand

About Time
 Aunt Jemima
 Betty Crocker
 Brown Family Farm
 Bruce's
 CupCup
 FlapJacked
 Gluten-Free Pantry
 Golden
 Golden Malted

Aunt Jemima Original Complete Pancake & Waffle Mix, 80 oz Box
\$4.98
2-day delivery
Free pickup today

Krusteaz Light & Fluffy Buttermilk Complete Pancake and Waffle Mix
\$7.42
2-day delivery

Hungry Jack Complete Pancake & Waffle Mix
\$6.14 - \$11.48
2-day delivery

(2 Pack) Krusteaz Light & Crispy Belgian Supreme Waffle Mix, 20 oz...
\$5.44
2-day delivery

BEST SELLER

HUNGRY JACK Protein Pancakes
STRAWBERRY GUAVA
Aunt Jemima Complete Pancake & Waffle Mix
PANCAKE & WAFFLE MIXES
Pancake Mixes
Waffle Mixes
default

Global Product Type

BEST SELLER

Strawberry Guava
Aunt Jemima Protein Pancakes & Waffles
Pancake & Waffle Mixes
Pancake Mixes
Waffle Mixes
default



Place - IHOP Restaurant

- ❖ Sell IHOP pancake mix at IHOP restaurants
- ❖ Allows IHOP to tap into existing consumer base
- ❖ Boosts store sales
- ❖ Offer discounts for restaurant purchases and for bulk purchases





Promotion - Methods

- ❖ Combo the pancake mix with existing IHOP products such as IHOP syrups
- ❖ Create promotional campaigns to draw attention to IHOP and the IHOP pancake mix
- ❖ Take advantage of national pancake day which IHOP started
- ❖ Invest in ads to make the IHOP pancake mix known
- ❖ Offline booths & sampling at retail stores and IHOP restaurants
- ❖ Promote the IHOP pancake mix and major campaigns across social media channels

Promotion - Combo



- ❖ Sell the pancake mix alongside existing IHOP syrups
 - Complements existing product lines
 - Allows you to draw on the existing popularity of the IHOP syrups





Promotion - Campaigns

- ❖ Create new viral promotional campaigns to draw attention to the mix
 - Complements other promotional activities
 - Attracts the attention of potential new consumers
 - More pronounced effect as it stays longer in peoples' span of interest
 - Ex: Start a trend of making art using the IHOP pancake mix and posting a pic.



Promotion - Past Campaigns

- ❖ Pancake portrait campaign
 - In celebration of the return of “All You Can Eat Pancakes,” IHOP commissioned pancake artist Nathan Shields to turn fan photos into real-time pancake portraits.
 - The amount of detail makes the pancake portrait memorable—and instantly tweet-worthy
 - The company received over 140 submissions in the first four hours





Promotion - Past Campaigns

❖ IHOb campaign

- At the start of June 2018, IHOP made a cryptic announcement: It was flipping the “p” in its name to a “b.”
- This led to speculation across social media and news outlets
- Eventually, the brand announced via social media that the “b” in IHOb stood for “burgers,” a line of which it has now added to its menu.
- The campaign's primary goal of raising awareness of its expanded menu was a success with IHOP's burger sales quadrupling over the next year

Burgers!

IHob

Tweets 134K Following 1,382 Followers 340K [Follow](#)

IHOB  @IHOb

Burgers so burgerin' good, we changed our name to IHOb. For burgers.

IHob
Burgers
Burgers
Burgers

— Ultimate Steakburgers

A screenshot of a Twitter post from the account @IHOb. The post features a large image of several cheeseburgers. The text reads "Burgers!". Below the image is the IHOb logo and some engagement statistics: 134K tweets, 1,382 following, and 340K followers. A "Follow" button is visible. The caption below the image says "Burgers so burgerin' good, we changed our name to IHOb. For burgers." Below this is a larger advertisement for IHOb Burgers, showing a stack of three large, multi-layered burgers with various toppings like lettuce, cheese, and bacon. The IHOb logo is at the top, followed by the word "Burgers" repeated three times. At the bottom, it says "— Ultimate Steakburgers".



Promotion - National Pancake Day

- ❖ Promote the pancake mix on National Pancake Day
 - National Pancake Day was started by IHOP
 - Promotion draws attention to IHOP and the IHOP pancake mix on that day
 - Involves special deals, free samples and campaigns during the day
 - Release IHOP pancake information and tips to consumers

Perfect Your Pancakes
Get ready for National Pancake Day with these trusted tips from the Flapjack Experts themselves, IHOP...

Water Temperature
When preparing your dry pancake mix, it's important to never add water to less than 50° Fahrenheit. We bring our water to this temperature by using ice water when making a fresh batch of pancake batter.

Cook Time
We judge if a pancake is ready by appearance. When dropping the pancake, look for bubbles to form and for the batter to have a dull appearance. This takes approximately 2-5 minutes. After flipping, cook the other side until the pancake has a uniform appearance. You are the best judge as temperatures can vary.

Grill Temperature
The ideal temperature for your grill is at 350° and that you do not have hot or cold spots on the grill, that can affect cooking time.

IHOP NATIONAL PANCAKE DAY

Stop by IHOP February 5th and show your support for Children's Miracle Network Hospitals. They'll bring the free short stacks, you bring a donation to your local hospital.

**FEEL THE POWER
OF FREE PANCAKES.**

**IHOP
NATIONAL
PANCAKEDAY™** Today
7 AM to 7 PM

Today is the day to get a **free short stack of buttermilk pancakes*** between 7 AM and 7 PM at IHOP®. Then, consider leaving a donation to Children's Miracle Network Hospitals® or other designated local charities. Together with guests like you, we've raised nearly \$20 million since 2006— one free short stack at a time. Now that's the power of pancakes!



Promotion - Advertisement



❖ Advertisements

- Interesting and memorable
- Highlight new campaigns, products and deals
- Spark conversation (shareable, tweetable, etc.)
- Moves IHOP to your consideration set
- Can be virtual and physical

Introducing our **New!**
Pancakes
All-Natural, 100% USDA Choice, Black Angus Beef Pancakes



Promotion - Booths & Sampling



- ❖ Offline booths & sampling at retail stores and IHOP restaurants
 - Allows consumers to first-hand test the authentic IHOP taste of the mix
 - Instead of simply offering samples, help the consumer make their own pancakes on the spot
 - Active engagement will excite consumers more than passive sampling and teach consumers how to





Promotion - Social Media

- ❖ Promote the pancake mix online through social media
 - Use social media platform as a way to promote your new campaigns, products, and deals
 - Social media platform should also be used as a tool to engage with consumers
 - Active engagement brings more awareness to IHOP





Promotion - Past Social Media

❖ IHOb Campaign

- After IHOP's social media team posted several prompts asking what the "b" could be, 30,000 Twitter users responded with their guesses

- Their fun and playful social posts also led to a lot of active engagement in the form of comments and shares

The image displays three Twitter posts from the IHOb campaign:

- Wendy's (@Wendys) - June 11, 2018:** "Can't wait to try a burger from the place that decided pancakes were too hard." (10:26 AM - 11 Jun 2018)
Replies to @GabeKaplersOil @IHOb
833 Retweets 2,205 Likes
- IHOb (@IHOb) - June 11, 2018:** "We don't want any beef with you, we just want to share our beef with the world" (Replying to @Wendys @GabeKaplersOil)
Replies to @Wendys @GabeKaplersOil
1 Retweet 2 Likes
- Pancake King (@BurgerKing) - June 11, 2018:** "sorry, old Burger King can't come to the phone right now..." (Replying to @isitaok @IHOb)
4:27 PM - 11 Jun 2018
2,970 Retweets 7,506 Likes



Volunteers

Leighann
Hudson

Amanda
Adams

Holly
Penix

Jessi
Salyer

Jamie
English
(Baskets)