

# Applebee's Neighborhood Grill & Bar® Selects Grey as Advertising Agency of Record

## New Creative Agency Tapped to Provide Strategic Counsel, Creative Development and Promotional Advertising

GLENDALE, Calif., March 13, 2017 /PRNewswire/ -- America's largest casual dining restaurant brand, Applebee's Neighborhood Grill & Bar®, has selected Grey as its advertising agency of record for North America. This shift comes following a formal RFP process as the brand embarks on a journey to reaffirm its commitment to providing its guests with great food and service at a reasonable price.

"We couldn't be more excited to begin working with Grey," said Jeannine D'Addario, interim senior vice president of marketing and culinary at Applebee's. "In addition to their deep experience, capability and creativity, the team at Grey has a solid understanding of Applebee's evolving consumer, the brand's legacy and our goals to ignite change and deliver original and compelling work."



Grey will be responsible for creative development, collaborating on market strategy and brand positioning and curating engaging campaigns that resonate with the Applebee's consumer on a national scale. With this decision in place, Grey will immediately start work on an integrated communications plan for Applebee's slated to launch in July 2017.

"Applebee's is an iconic brand with a superlative commitment to customer experience," stated Debby Reiner, CEO of Grey New York. "We felt instant chemistry with the team and look forward to the opportunities ahead as Grey Los Angeles and New York serve this premier client."

### About Applebee's®

Applebee's Neighborhood Grill & Bar offers a lively casual dining experience combining simple, craveable American fare with flair, classic drinks and local drafts. All Applebee's restaurants are owned and operated by entrepreneurs dedicated to serving their communities and offering quality food and drinks with genuine, neighborly service. Applebee's is one of the world's largest casual dining brands; as of December 31, 2016, there are nearly 2,000 Applebee's franchise restaurants in all 50 states, Puerto Rico, Guam and 15 other countries. Applebee's is franchised by subsidiaries of DineEquity, Inc. [NYSE: DIN], which is among the world's largest full-service restaurant companies

### About Grey

Grey is the advertising network of Grey Group, which is led by James R. Heekin III, Chairman and CEO. Grey Group ranks among the largest global communications companies. Its parent company is WPP (NASDAQ : WPPGY). Under the banner of "Grey Famously Effective Since 1917," the agency serves a blue-chip roster of many of the world's best known companies: Procter & Gamble, GlaxoSmithKline, Kellogg's, Pfizer, Canon, Walgreens Boots, NFL, Boehringer Ingelheim, Marriott Hotels & Resorts, Nestle, Hasbro and T.J. Maxx. Grey was named ADWEEK's "Global Agency of the Year" for 2015.

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