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Restoring Trust & Patronage : Denny's

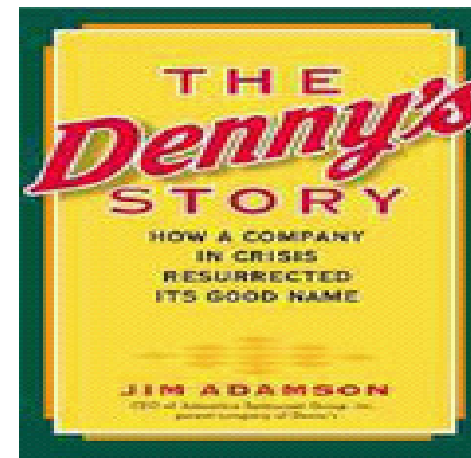
Overview: Recently coming off a wave of negative publicity, Denny's was determined to restore and improve the perception of the company and its product by employees, customers, trade editors and financial journalists.

The Challenge: The agency was tasked to challenge all significant negative news stories with detailed responses and interview offers, showcase positive operational improvements and menu enhancements to the trade media and reintroduce this national icon to the financial media with emphasis on its new strengths.

The Result: To support these tasks, the agency created an accessible 24/7 news bureau operation, overhauled Denny's location opening protocols and community outreach program, introduced Denny's CEO to key business and consumer media and aggressively told Denny's side of the story to replace outdated media perceptions with current facts. The agency made sure that food and hospitality writers were inundated with a stream of information about new menu offerings, company awards, major new hires and promotions and other updates. Spokespeople were trained to deliver the appropriate agency-developed financial messages about the turnaround.

This effort resulted in a doubling of Denny's sales growth and new confidence within the financial community.

*Disclaimer: This program was handled by a Utopia team member while employed at her previous agency.



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