Burger Sales Quadrupled After IHOP Became IHOB

Remember that time when the International House of Pancakes decided to shock the world and changed its named to the International House of Burgers? At the time, you may have been one of the many skeptical souls wondering whether the stunt actually helped the International House of Pancakes dive into the burger business. Well, the… https://www.adweek.com/brand-marketing/burger-sales-quadrupled-after-ihop-became-ihob/