

Denny's Doubles Down on Being 'America's Diner' With Updated Marketing Campaign (and Free Coffee)

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For more than a dozen years Denny's has positioned itself as "America's Diner," which means to convey a feel-good, nostalgic vibe without being stuck in the past or pegged as a boomer-only zone.

With a new marketing campaign on the horizon, along with front- and back-of-the-house upgrades, Denny's intends to refresh and restart its long-running message with national ads, a stunt in New York's Flatiron district, elevated menu items and the new tagline "It's Diner Time."

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