

[IMAGE]

## Denny's campaign gets tough on breakfast rivals

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Denny's is fed up with the competition eating its lunch - or in this case, its breakfast.

So the home of the Grand Slam breakfast is launching a scrappy marketing campaign this week aimed at taking on the fast-food giants with a bit of verbal abuse.

The campaign - "Don't Fall for Fake" - was produced by Publicis Mid America Dallas and accuses the competition of serving pseudo breakfasts.

The TV ads feature Tony Sirico, a.k.a. Paulie Walnuts from The Sopranos. In one commercial, the tough guy tries to pay for his "fake food" with play money. It cuts to a tray of typical fast fare served in a paper cup and on a plastic foam plate, followed by a panoramic view of Denny's Complete Breakfast Trio.

In another TV spot, Mr. Sirico helps a "victim" pick out the perpetrator from a police lineup of costumed fast-food employees, including a one-eyed pirate, one in a chicken suit and another in cow-patterned chaps.

The tagline: "Real breakfast 24/7."

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