

Denny's Launches New 'Vote for Real' Contest

2008-07-08

Asks Consumers to Submit Impersonations of Presidential Candidates

Restaurant Chain Builds upon 'Don't Fall for Fake' Campaign with Fun, Interactive Consumer Contest Tied to the 2008 Presidential Election - Two Lucky Consumers to Win Free Meals for a Full Presidential Term

With the campaign season in full swing, Denny's, America's iconic dining chain, is asking consumers from coast to coast to submit their best impersonations of the 2008 Presidential candidates for the chance to win one free meal a month for a full Presidential term.

Denny's (NASDAQ:DENN) 'America Votes for Real' contest encourages anyone who feels they look like, sound like, or just vaguely resemble the Arizona or Illinois senators running for U.S. President in 2008 to submit their best video impersonations online. Video submissions should feature the Denny's 'Real Breakfast' message and will be accepted from July 8 - 31 at www.youtube.com/group/Vote4Real. Once the video is uploaded, consumers should fill out an entry form, including the video URL, online at <http://www.vote4real.com>.

'The Vote for Real contest is a natural extension of our campaign to encourage consumers to discern between the real breakfast experience of Denny's versus pre-made, assembled food at fast-food stores,' said Elizabeth Geer, senior director, advertising and brand communications for Denny's. 'We look forward to seeing the creative and impassioned videos our fellow Americans have to offer.'

According to proprietary research, over 80 percent of consumers believe Denny's offers a real breakfast compared to less than 30 percent of consumers associating real breakfast with fast food.

Vote for Real candidates will be evaluated based on appearance and mannerisms, and must make an original speech about 'real breakfast,' Denny's full service, made-to-order, prepared fresh experience. Videos can be no longer than 30 seconds and must be in good fun, keeping in the spirit of a clean campaign. Videos attacking the candidates and/or their policies will be automatically disqualified.

The best three impersonators for each candidate (six total) will then join the Denny's Vote for Real Ballot (www.vote4real.com), where they will face an online, public vote Aug. 5 - 15 to be named the country's best Presidential poser.

The winners receive a perk that no President would veto: one meal at Denny's per month until the next election in 2012, paid in Denny's gift cards.

Also available on www.vote4real.com is the opportunity to win a trip for two to Washington, D.C. in January 2009 to partake in the inauguration festivities of the new, real-life Commander-in-Chief. No purchase necessary to register for sweepstakes.

The 'Vote for Real' campaign is a component of Denny's aggressive integrated communications campaign entitled 'Don't Fall for Fake.' Utilizing a mixture of national broadcast advertising, diverse digital campaigns, public relations outreach, in-store merchandise, and guerrilla marketing efforts, this scrappy campaign targets men and women 25 - 40.

This article comes from Hotel News Resource

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The URL for this story is:

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