



GOTHAM TO BECOME DENNY'S AGENCY OF RECORD



As of this August Gotham Inc., an independent division of the Interpublic Group, will become the agency of record for the Denny's corporation. Gotham will handle advertising for both corporate-owned Denny's restaurants and franchises. "We are very excited," stated Frances Allen, chief marketing officer of Denny's Corporation, "to have selected Gotham because the agency demonstrated a true understanding of the Denny's consumer and our brand DNA." There are over 1,500 Denny's restaurants worldwide, including 1,328 franchise locations.

<https://blog.granted.com/>