



PRE-EVENT			
Category	Date	Outlet	Headline
Local			
Print	24-Feb-26	Media Post	Free Short Stacks, Mr. Fantasy Mark IHOP's National Pancake Day
Regional			
Print	2-Mar-26	NBC 4 Los Angeles	Pass the syrup: National Pancake Day brings deals and freebies to NORMS and IHOP
Print	2-Mar-26	Detroit Free press	Free pancakes on IHOP's National Pancake Day. How get them in Michigan
Print	2-Mar-26	Pensacola News Journal	IHOP offering free pancakes today for National Pancake Day. How to get them
Print	2-Mar-26	GoErie	IHOP celebrates National Pancake Day March 3 with free flapjacks, more
Print	26-Feb-26	Rutherford Source	IHOP Crowns the First Tuesday of March as National Pancake Day
Print	2-Mar-26	PIX 11	Get free pancakes on National Pancake Day
Print	26-Feb-26	Wilson County Source	IHOP Crowns the First Tuesday of March as National Pancake Day
Digital	23-Feb-26	Businesswire	P Crowns the First Tuesday of March as National Pancake Day, Kicking Off with Free Pancakes & a Mr. Fantasy Meet Up in Holly
Digital	28-Feb-26	delish	IHOP Is Making The First Tuesday In March A Pancake Holiday
Digital	26-Feb-26	People	IHOP Has Free Pancakes Next Week
Digital	20-Feb-26	TCPalm	IHOP free short stack for National Pancake Day. Here's how to get it
Digital	23-Feb-26	NRN	IHOP goes analog to celebrate National Pancake Day
Digital	2-Mar-26	Fast Comapny	IHOP is giving away free pancakes this week. Here's when to go
Digital	27-Feb-26	SF&WB	Fun Friday: IHOP National Pancake Day, Pret A Manger 2016 pricing, McAllister's Dell 'pickle theory'
Digital	1-Mar-26	Geekspin	IHOP is giving away free pancakes on March 3rd
Digital	2-Mar-26	USA Today	Free pancakes on IHOP's National Pancake Day. Here's when to get them
Digital	25-Feb-26	604 Now	You Can Get FREE Pancakes At IHOP All Day On National Pancake Day
Broadcast			
TV	2-Mar-26	16 News Now	IHOP offering free pancakes Tuesday for National Pancake Day
DAY OF EVENT			
Local			
TV	3-Mar-26	KLTV	IHOP offering up free short stack on Tuesday for Nat'l Pancake Day
Regional			
Print	3-Mar-26	Austin-American Statesmen	IHOP offers freebies for National Pancake Day. Here's how to get yours today
Print	3-Mar-26	Cleveland	How to get free pancakes today only
Print	3-Mar-26	Deseret News	How to get your free short stack at IHOP for National Pancake Day
Print	3-Mar-26	North Jersey	How to get free pancakes from IHOP for National Pancake Day
Print	3-Mar-26	Cincinnati Enquirer	IHOP is giving away free pancakes! How to get them in Ohio
Print	3-Mar-26	Chicago's very own WGN9	IHOP offering free short stack for National Pancake Day
Print	3-Mar-26	Reno Gazette Journal	How Nevadans can get free pancakes on National Pancake Day from IHOP
Digital	3-Mar-26	Independent	IHOP is celebrating National Pancake Day with free short stacks. Here's how to claim
Digital	3-Mar-26	Rolling out next 25	Free pancakes await on IHOP's beloved National Pancake Day
Digital	3-Mar-26	MSN	IHOP is giving away free pancakes for National Pancake Day but there's a catch
Digital	3-Mar-26	Men's Journal	IHOP Giving Away Free Pancakes for 2026 National Pancake Day-How to Get Yours Today
Broadcast			
TV	3-Mar-26	Fox 11 News Los Angeles	How to get a free short stack today
TV	3-Mar-26	Today	IHOP Is Giving Away Free Pancakes Today
TV	3-Mar-26	Fox 8 News	IHOP celebrates National Pancake Day by offering free short stack
TV	3-Mar-26	ABC 13 Nwva	IHOP National Pancake Day for a cause, get free small stack
TV	3-Mar-26	WNDU 16 News Now	IHOP offering free pancakes Tuesday for National Pancake Day
TV	3-Mar-26	KVUE ABC	IHOP offering free short stack for National Pancake Day on Tuesday
TV	3-Mar-26	14 News	IHOP offering up free short stack on Tuesday for Nat'l Pancake Day
TV	3-Mar-26	News 12 the Bronx	Fordham Road NYC partners with IHOP for National Pancake Day with sneaker-shaped pancakes
TV	3-Mar-26	Reno Gazette News	Free IHOP pancakes in Nevada for National Pancake Day
TV	3-Mar-26	WUSA 9	IHOP giving out free pancakes today for National Pancake Day
TV	3-Mar-26	10 KWTX	Daily 4: Gas prices see big jump, IHOP celebrates National Pancake Day and more
POST EVENT			
Local			
Digital	6-Mar-26	The Corsair	IHOP Pancake Day breaks Guinness World Record
Regional			
Digital	4-Mar-26	International Business Times	10 Things You Must Know About National Pancake Day: IHOP's Free Pancakes Return March 3, 2026
National			
Digital	13-Mar-26	Yahoo! Finance	IHOP is bolstering its catering channel
Digital	4-Mar-26	Guilty Eats	IHOP celebrates National Pancake Day with free pancakes and Guinness World Record
Digital	6-Mar-26	Restaurant Business	IHOP's next chapter begins with breakfast

- Insights**
1. Heavy use of day of news to promote the event.
 2. Heavy promotional headlines and language.
 3. Not a lot of pre-event coverage by local and regional news.
- Best Practices**
1. Create a newsworthy event that people will care to hear about.
 2. Simplicity is key (the most newsworthy angle can be summed up as: IHOP is offering free pancakes on March 3).
 3. Framing a story in a way that engages your audience and promotes your core values (IHOP establishing a national Pancake Day allows its potential audience to connect with the brand, as well as paints the brand as a h



Link
https://www.mediapost.com/publications/article/413048/free-short-stacks-mr-fantasy-mark-ihop-nationa.html?edition=141759
https://www.nbcloseangeles.com/the-scene/pass-syrup-national-pancake-day-brings-deals-freebies-norms-ihop/3854169/
https://www.foxnews.com/food-drink/ihop-offering-free-short-stacks-tuesday-national-pancake-day
https://www.cleveland.com/news/2026/03/ihop-to-get-free-pancakes-today-only.html
https://www.secret.com/lifestyle/2026/03/here-is-how-to-get-a-free-short-stack-of-pancakes-for-national-pancake-day/
https://www.northersevy.com/story/food/2026/03/03/national-pancake-day-2026-deals-ihop-free-food/88958052007/
https://www.cincinnati.com/story/entertainment/dining/2026/03/03/how-to-get-free-pancakes-from-ihop-national-pancake-day/88957687007/
https://www.wyrt.com/news/national-ihop-pancake-givaway/
https://www.independent.co.uk/bulletin/lifestyle/national-pancake-day-2026-ihop-free-short-shortcakes-b2931000.html
https://rollingout.com/2026/03/03/ihop-national-pancake-day-2026-free/
https://www.msn.com/en-us/news/other/ihop-is-giving-away-free-pancakes-for-national-pancake-day-but-there-s-a-catch/ar-AA1Xqc8S
https://www.ktrv.com/video/2026/03/04/ihop-offering-up-free-short-stack-tuesday-national-pancake-day
https://www.today.com/food/restaurants/ihop-national-pancake-day-2026-cnaa261403
https://www.fox8.com/news/ihop-celebrates-national-pancake-day-by-offering-free-short-stack/
https://www.wndu.com/video/2026/03/03/ihop-offering-free-pancakes-tuesday-national-pancake-day/
https://www.kvbc.com/video/news/ihop-free-short-stack-national-pancake-day-dine-in-customers-only/269-2ed7c37a-996f-4b65-8253-940b444444
https://www.14news.com/video/2026/03/04/ihop-offering-up-free-short-stack-tuesday-national-pancake-day/
https://www.rgi.com/videos/life/food/2026/03/03/free-ihop-pancakes-nevada-video/88963088007/
https://www.usa9.com/video/life/food/ihop-giving-out-free-pancakes-today-for-national-pancake-day/65-199b48c7-a51d-4811-b632-c63905424b3c
https://www.thecorsaironline.com/corsair/2025/3/6/ihop-pancake-day-breaks-guinness-world-record
https://www.10things.com.au/10-things-you-must-know-about-national-pancake-day-ihops-free-pancakes-return-march-3-2026-1862559
https://finance.yahoo.com/news/ihop-hobstering-catering-channel-164551594.html
https://gullyfeats.com/ihop-celebrates-national-pancake-day-with-free-pancakes-and-guinness-world-record-01jnfvc6b17a
https://www.restaurantbusinessonline.com/breakfast/ihop-next-chapter-begins-breakfast

omey, family style restaurant).

Media Framing	Value	Total
Free Stuff	\$15,000.00	
Free Stuff	\$50,000.00	
Free Stuff	\$5,000.00	
Free Stuff	\$5,000.00	
Free Stuff	\$5,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Influencer	\$15,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$100,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$50,000.00	\$410,000.00
Promotional	\$50,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$15,000.00	
Promotional	\$50,000.00	
Free Stuff	\$15,000.00	
Free Stuff	\$100,000.00	
Promotional	\$15,000.00	
Promotional	\$100,000.00	
Free Stuff	\$15,000.00	\$370,000.00
Free Stuff	\$50,000.00	
Promotional	\$250,000.00	
Promotional	\$100,000.00	
Influencer Nonprofit	\$50,000.00	
Promotional	\$50,000.00	
Promotional	\$50,000.00	
Promotional	\$50,000.00	
Promotional	\$50,000.00	
Promotional	\$50,000.00	
Promotional	\$50,000.00	
Promotional	\$50,000.00	
Promotional	\$50,000.00	
		\$1,220,000.00
Promotional	\$15,000.00	
Free Stuff	\$15,000.00	
Promotional	\$100,000.00	
Promotional	\$15,000.00	
Promotional	\$15,000.00	
		\$160,000.00
		\$2,160,000.00