

WHATABURGER
HATCH GREEN CHILE BACON BURGER
7 / 17 / 2020



Hatch Green Chile Bacon Burger Brief

BACKGROUND

Whataburger's Q4 LTO will be the Hatch Green Chile Bacon Burger. While Hatch green chiles are available on the Whataburger menu year-round in the Southwest region, the entire 10-state footprint will have access to these chiles for a limited time with this burger. It'll feature two fresh beef patties topped with Hatch green chiles, bacon, one slice of American cheese, one slice of Monterey Jack cheese and mayo on a white bun.

ASSIGNMENT

Develop three distinct campaigns/ways-in to drive awareness, trial and crave of the new Hatch Green Chile Bacon Burger LTO.

CHALLENGE

Hatch green chiles are new news for some and old news for others, but this is an all-new LTO for Whataburger.

TARGET AUDIENCE

Prospective and current customers across our footprint with varying awareness of Hatch green chiles. This includes those who LOVE Hatch green chiles and know all about the limited time they're in season, where they hail from and the lore associated with them. Green chiles are their equivalent of pumpkin spice. They'll try it on anything and will be excited about this burger.

But at the other end of the spectrum are those who have never heard of Hatch chiles. They'll have no idea what the spice level or flavor profile is, nor will they know that just a few states over people are enchanted with this pepper.

INSIGHT

Hatch green chile is like no other pepper. If bell peppers bring flavor without heat and ghost peppers bring heat without the flavor, Hatch balances in the middle with max flavor and purposeful heat. Buttery and rich with a deep smokiness, it brings the heat smoothly. Not too spicy, not too sweet – it's the ideal kind of pepper that Goldilocks would go for.

And when Hatch green chiles are atop two fresh beef patties and paired with the creaminess of melty American and Monterey Jack cheeses, Whataburger's own mayo, and the crunchiness of savory bacon, you've got a Whataburger that hits the right flavor and texture notes.

FOCUS

THE JUST-RIGHT PEPPER WITH THE JUST-RIGHT PAIRING



THE PERFECT BITE

Well, it's happened. With the help of the smoky heat from Hatch green chiles, two types of cheeses and savory bacon, we've crafted 5 inches of perfection on a fresh-baked bun. Yep, start to finish, every bite of the Hatch Green Chile Bacon Burger is the perfect bite.

Social & Influencer Extensions

Your Perfect Bite Style

Social & Second Screen Video
Social Activations

There's no wrong way to enjoy each perfect bite of the Hatch Green Chile Bacon Burger. But there are plenty of *different* ways. We'll showcase these different bite styles in a variety of deliverables (see following slides).



THE SLICER

Cuts burger in half for easier handling and control over perfect burger-bun ratio.



THE STRAIGHT-SHOOTER

Eats straight through, never disturbing the six perfect layers: burger, cheese, burger, cheese, bacon and hatch.



THE SPINNER

Bites along the outside of the burger first, rotating on its axis. Focuses on the melty chile-cheesey center.



THE SIDEWINDER

Maximizes the perfect pairing of crispy bacon and smoky Hatch green chiles with a symmetrical approach.

Your Perfect Bite Style: Personality Profiles

Instagram Stories

We'll create a horoscope/Myers-Briggs personality profile based on fans' bite style. Fans can tap through our Instagram Story to self-identify and share with friends. "Sidewinder, ugh, that's so me!" We'll use stop-motion animation to showcase these styles ([example](#)).



Your Perfect Bite Style: Tournament

Social Activation

To assuage the withdrawals of sports fans, we'll create a Bite Style Tournament bracket that pits the four styles against each other using poll votes. Once two finalists emerge, the Bite Style Championship will commence, and the Most Perfect Bite Style will be announced. Luckily, with this burger, every bite is still just as good as the rest.



Your Perfect Bite Style: Social Video

:15 Social and Second Screen Mobile Video

Style: This could be low-budget live action with animated graphics over that.

Graphics reference: <https://www.artofthetitle.com/title/snatch/>

SUPER: How do you eat your Hatch Green Chile Bacon Burger?

ALT SUPER: Three ways to get the perfect bite of the Hatch Green Chile Bacon Burger.

Zoom in and freeze on someone eating Sidewinder Style

SUPER: The Sidewinder: Keeps an even spread of bacon and Hatch as she goes.

Zoom in and freeze on someone eating Slicer Style

SUPER: The Slicer: Wants quick access to those melty middle bites.

Zoom in and freeze on someone eating Straight-Shooter Style

SUPER: The Straight-shooter: Wastes no time savoring each perfect bite, start to finish.

Hero shot of the Hatch Green Chile Bacon Burger with lockup.

1



2



3



The Perfect Bite: Social Stack

Social

We'll create a layered social post that has video strips of all of the ingredients stacked on top of one another (bun and mayo as a single image).



A Perfect Selfie of the Perfect Bite

Social Engagement

We'll create an interactive Snapchat filter that helps fans take the perfect selfie while eating the Hatch Green Chile Bacon Burger. With every bite, motion-sensing tech adds filters and background elements, helping people see just how "perfect" perfect can be.

Example:

Bite 1: Lighting fix and filter added

Bite 2: Orange background, HGCBB lockup

Bite 3: Orange background, HGCBB lockup, Hatch Green Chile Bacon Burger, pepper, bacon, cheese

Reference:

- [Zombie Bob's Pizza](#)



The Perfect Byte AR Game

Social Activation

We'll create an AR filter game that allows friends to challenge each other to see who can best collect all the ingredients of the perfect bite. The ingredients will drop from the top of the screen, and players will "catch" them in their mouths. We'll make it more challenging by adding items to avoid (bomb/TNT, etc.) Whoever collects all the ingredients in the fastest time wins!

Fans will also be able to view replays of their game and share on social media.



The Perfect Date Night

Activation

The HGCBB is all about different elements coming together to create perfection. What else can do that? Date night, of course. We'll create the perfect date night package for couples and use Whataburger Delivery to bring it to their doorstep. The package includes: orange candle, orange table cloth, free movie download, and of course, two perfect meals featuring the Hatch Green Chile Bacon Burger.

We'll invite couples to send a video to enter for the chance to win the Perfect Date Night Package, all expenses paid.

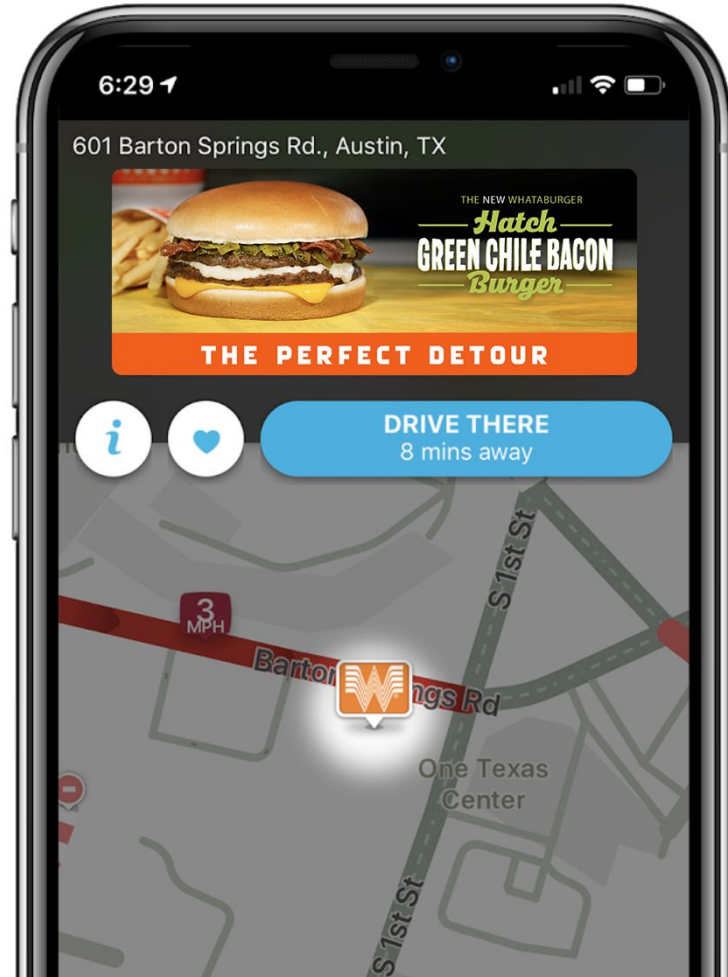
We'll also create a "Perfect Date Night Kit" to be sold on the Whatastore.



The Perfect Detour

Waze Integration

When folks are using Waze to navigate a road trip, we'll let them know when they're approaching Whataburger – because a few perfect bites of the Hatch Green Chile Bacon Burger is the detour you've been waiting for.



The Perfect Partnership

Fan Hype Experience

We'll bring our brand-new food truck to partner with HEB to double the fandom for Hatch peppers and the Hatch Green Chile Bacon Burger. Customers can buy peppers at HEB and walk outside to taste them perfectly combined with all the ingredients on the Hatch Green Chile Bacon Burger.

We'll even follow the food truck on a road trip to various locations and document fan reactions to their newest fave.



The Perfect Bite Challenge

Influencer Social Content

We'll create a social media challenge where fans or influencers share videos of their most creative ways of artistically arriving at a perfect last bite.

We'll kick off the challenge by having several curated posts from influencer partners and then pass it off to fans to create their own perfect-est last bite.

Maybe they have a song, a hat, a backdrop that goes perfectly with it. Maybe they eat the burger while lounging on the beach, or whitewater rafting! Maybe they share it with three or four generations of their family. One thing's for sure: every bite will be perfect.



Limited-Time Stories

Instagram Story

Instagram Stories are like Hatch green chiles: they're only around for a limited time. That truth makes Instagram Stories a solid, temporary platform for the Hatch Green Chile Bacon Burger.

FRAME 1 (1 second)

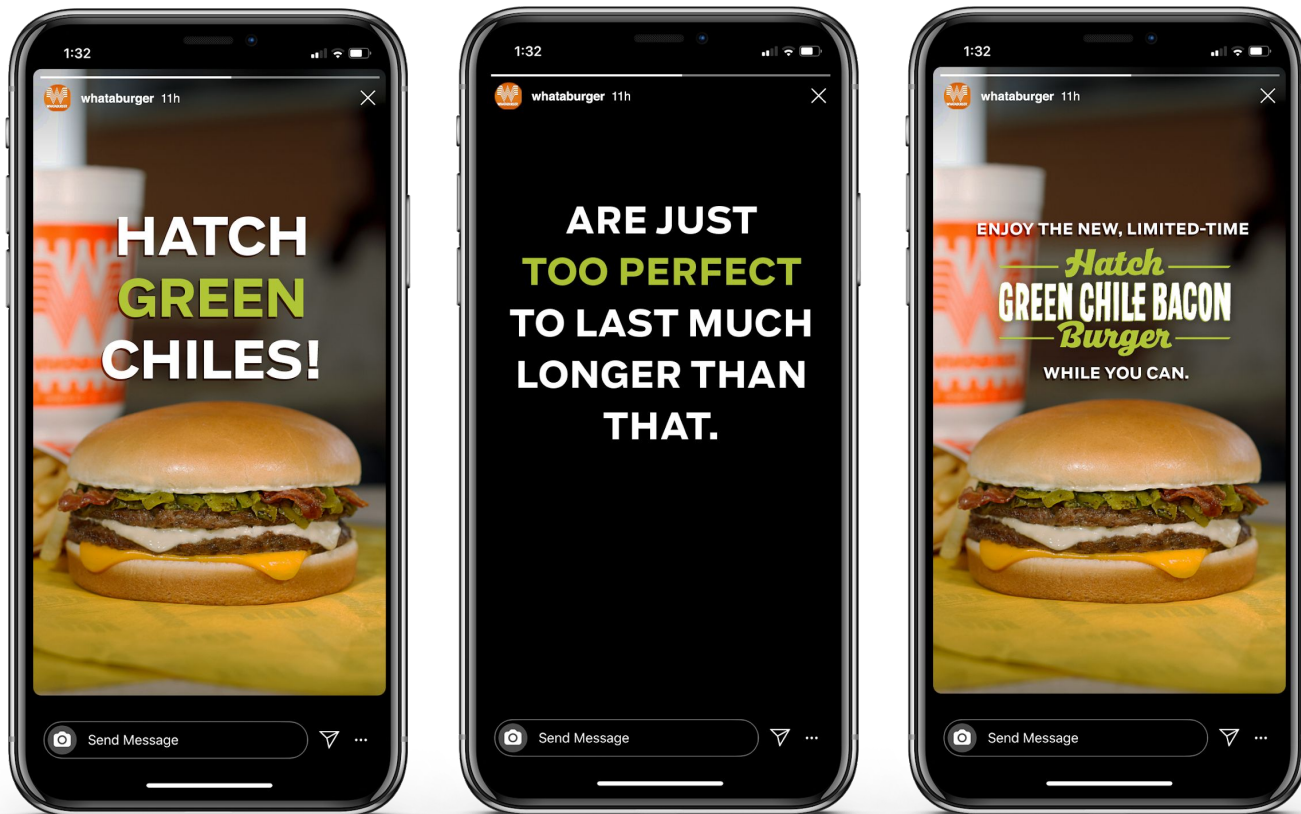
Hatch Green Chiles!

FRAME 2

Are just too perfect to last much longer than that.

FRAME 3

Enjoy the new, limited-time Hatch Green Chile Bacon Burger while you can.



A Perfect Statue

Experiential

The Hatch green chile, bacon and cheese combination in this burger all adds up to the perfect bite. And perfect things should be commemorated.

We will build a monument to perfection, in the one perfect place.

PR HEADLINE:

Whataburger dedicates giant Hatch green chile to the citizens of Bacon, Texas

In honor of the perfect combination of bacon and Hatch green chiles on their new Hatch Green Green Chile Bacon Burger, Whataburger brought a giant Hatch green chile statue to the perfectly named town of Bacon, TX.

Whataburger food trucks were also present so hungry folks could have perfect bites.



THANK YOU!