

# **Whataburger – Pico de Gallo Burger**

## **Specs**

We're looking for a conversational, lively, friendly, insightful voice. Not over the top. Not a bright/shiny announcer read, and no character voices. Less talking at us, and more speaking with us. Think of yourself as a burger lover who has just heard about this new burger and you're very eager to try it. Or maybe you're a burger lover who has just enjoyed it and you're sitting across from your friends in a booth saying, "Hey this thing is really good, Let me tell you a little bit about it..."

## **Copy (:30)**

At Whataburger, how do you make something that's already fresh even fresher?

By adding fresh new things.

Like crisp pico de gallo, for a little kick.

Creamy Cilantro Lime Sauce for that extra whoa.

And two slices of pepper jack cheese, because of course.

Three new fresh things. On top of two fresh beef patties.

It all adds up to the new, limited-time Pico de Gallo Burger, only at Whataburger.

Use our app or visit [Whataburger.com](http://Whataburger.com) for delivery.