

SADDLE UP YOUR

**HUNGER**



**ONLY AT WHATABURGER**

COME GET THE LEGENDARY  
PATTY MELT

Instagram: 1080 × 1080 (1:1)

*Come and  
kick off your  
boots!*



**Grab The Honey BBQ Chicken Strip Sandwich From  
Your Local Whataburger Today!**

Facebook: 1440 × 1800 (4:5)

DOUBLE THE CHEESE, DOUBLE THE FLAVOR.



**Whataburger**  
Whataburger

X/Twitter: 1600 x 900 (16:9)

Each of the ads I created represent the type of ads whataburger likes to present. As they tend to have one of their signature meals as the main feature of the ad. As well as come up with Texas like captions as it's a Texas company. They tend to post the same ads to each media, they copy and paste each ad to each social media, just in a different size. The different types of paid advertisements they use on these three social medias include, CTR, as many of their ads involve clicking something that will take you to their website. As well as CPI and CPA, as they often try to get people to download their app using free promos, in which they then will use the app to order things.