

2025  
CLIENT  
CASE  
STUDY

# WHATABURGER

PHOTO CREDIT: BRYAN LASKY



"Pursuing an activation at SXSW - a culturally significant event in the heart of Texas - was a natural fit for Whataburger."





PHOTO CREDITS: NATALIE GUILLO;  
AARON ROGOSIN; TICO MENDOZA



## AT A GLANCE

- Location: Headquartered in San Antonio, TX
- Industry: Quick Service Restaurant
- SXSW Product Featured:
  - Multi-Day Official Event

**Celebrating its 75th anniversary year, Whataburger brought its fan-fueled online museum, the Whataburger Museum of Art (WMOA), to life.**

## THE TARGET

The in-person debut of the Whataburger Museum of Art was designed to generate earned media, drive foot traffic and inspire shareable moments throughout the weekend. Most importantly, Whataburger chose to celebrate their passionate fandom during a milestone anniversary year - a bold tribute to their customers, Whataburger employees or “Family Members” and Texas roots.

## THE APPROACH

Whataburger transformed this beloved digital institution into an immersive in-person experience. Complete with fan-created art, including pieces in mural, abstract and pop culture styles. The Official Event’s high-traffic, central location combined with inclusion on SXSW's digital channels, supported driving strong foot traffic, media interest and fan engagement.

## THE IMPACT

With over 6,000 attendees, 1.82 Billion total media impressions, and 2,000 Monterey Melts served, the activation left people wanting more! When Texas icons come together, it creates an opportunity to meet fans where they are, in a space that celebrates creativity, community and bold ideas.



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***“Only at SXSW can you deeply ponder over a Table Tent and call it art—and honestly, we loved every second. The Whataburger Museum of Art was our way of saying thanks for 75 years of fan passion, creativity, and joy. And yes, a room full of Day Dots was the cherry on top.”***

**Donna Tuttle, Vice President, Marketing and Corporate Communications,  
Whataburger**

