



VERSUS SYSTEMS

## How Versus Helped A World Famous QSR Chain Drive 3.5x ROAS

### Challenge

White Castle – a famous QSR chain with over 400 locations worldwide – was seeking to test alternative advertising channels to increase in-store traffic and trial of new menu offerings. White Castle looked to Versus to structure a regional test to quickly and cost-effectively test in-game advertising targeting millennial consumers.

### Solution

Versus selected an established racing game within its partner network to align with White Castle's demographic and psychographic consumer target. Test encompassed 28 days and a geo-fenced footprint spanning 3 cities. In-game rewards offered free in-store trial of a new White Castle snack menu item retailing for \$1.99.

37%

Conversion to  
In-Store Purchase

280%

Growth In  
Incremental  
Purchases

3.5X

Return on Ad  
Spend



### Target Audience

- 18-28 years old
- 75% male
- \$0K - \$100K HH Income
- Entering financial independence
- No longer living at home with parents
- Socially active
- Not focused on settling down

### Heavy Purchase Categories

- Sporting Events
- Sporting Apparel
- Media & Music
- Convenience Snacks
- QSR & Fast Casual
- Hotel & Travel