

Table 20.1. Example of elements (E) and their rationale for Crave It!

| | Category | Rationale | Hamburgers | Chocolate candy |
|-----|---------------------------|--|---|--|
| E01 | Primary attributes | Basic physical attributes | Fresh-grilled hamburger | A smooth, dense piece of chocolate |
| E02 | Primary attributes | Continuum: basic to complex/detailed physical attributes (in some cases . . . "healthy") | A char-grilled hamburger with a taste you can't duplicate | Smooth appearance with a light chocolate flavor and a creamy texture |
| E03 | Primary attributes | Continuum: basic to complex/detailed physical attributes | A grilled aroma that surrounds a thick burger on a toasted bun | Crispy wafers coated in thin layers of milk chocolate |
| E04 | Primary attributes | Continuum: basic to complex/detailed physical attributes (in some cases . . . "real") | Moist bites of bun, burger, and onion | Real chocolate made with ingredients like chocolate, cocoa butter, vanilla, and sugar |
| E05 | Primary attributes | Continuum: basic to complex/detailed physical attributes | Juicy burger with the crunch of lettuce and tomato | White chocolate with crunchy cookie pieces throughout |
| E06 | Primary attributes | Continuum: basic to complex/detailed physical attributes | Goosey grilled burger with rich sauce and fresh lettuce and tomato | Heavy dense chunk of chocolate with complex flavors, velvet appearance . . . enticing aroma |
| E07 | Primary attributes | Continuum: basic to complex/detailed physical attributes | Layers of burger, sauce, pickles, and lettuce on a moist sourdough sesame seed bun | Dense chocolate with swirls of dark chocolate and chocolate sprinkles on the surface |
| E08 | Primary attributes | Continuum: basic to complex/detailed physical attributes | Lots of crispy bacon and cheese on a juicy grilled hamburger on a lightly toasted bun | Clusters of chocolate and nuts, with caramel and marshmallow throughout |
| E09 | Primary attributes | Complex physical attributes; details | Burger smothered in onions and cheese | Golden milk nougat with whole almond pieces on top, caramel drizzled over them and enrobed with semi-sweet chocolate |
| E10 | Secondary attributes/mood | Party pleaser/inviting | Burgers are a party pleaser | When it's cold outside, chocolate is cozy and inviting |
| E11 | Secondary attributes/mood | Beverages | With a chilled glass of water . . . or carbonated beverage | With a hot cup of coffee, tea, hot cocoa . . . or carbonated beverage |

(continued)