

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

	Category	Rationale	Hamburgers	Chocolate candy
E25	Emotional	With family and friends	An outrageous experience . . . shared with family and friends	An outrageous experience . . . shared with family and friends
E26	Emotional	Ecstasy . . .	Pure ecstasy	Pure ecstasy
E27	Emotional	Satisfies hunger . . .	It feeds THE HUNGER	It feeds THE HUNGER
E28	Brand or benefit	Basic brands/experiences	At QSR* A	From brand Q
E29	Brand or benefit	Continuum: basic to premium brands	At QSR B	From brand R
E30	Brand or benefit	Continuum: basic to premium brands	At QSR C	From brand S
E31	Brand or benefit	Continuum: basic to premium brands	At QSR D	From brand T
E32	Brand or benefit	Continuum: basic to premium brands	At QSR E	From brand U
E33	Brand or benefit	Premium brands/experiences	At QSR F	From brand V
E34	Brand or benefit	Fresh . . . for you . . . by you	Fresh from the grill, especially for you . . . by you	Made fresh . . . especially for you
E35	Brand or benefit	Best in world . . .	Simply the best burger in the whole wide world	Simply the best chocolate in the whole wide world
E36	Brand or benefit	Safety . . .	With the safety, care and cleanliness that makes you trust it and love it all the more	With the safety, care, and cleanliness that makes you trust it and love it all the more

*QSR, a restaurant name.

Data courtesy of It! Ventures, Inc.