

**Table 20.6.** Utility values for the 36 elements (E) and the additive constant, for total panel, from those who say that they like or dislike hamburgers [FACT (food action) scale], and from those who behaviorally respond positively or negatively to the McDonald's name in a concept or to an emotional phrase in the concept (E22)

		FACT scale	
		High	Low
<i>Additive constant</i>		34	16
Winning elements: high FACT scale (acceptors)			
E08	Lots of crispy bacon and cheese on a juicy grilled hamburger on a lightly toasted bun	17	18
E16	With all the toppings and sides you want . . . pickles, relish, jalapenos . . . lettuce, tomato, chips . . . whatever	10	10
E03	A grilled aroma that surrounds a thick burger on a toasted bun	9	16
Winning elements: low FACT scale (rejectors)			
E08	Lots of crispy bacon and cheese on a juicy grilled hamburger on a lightly toasted bun	17	18
E03	A grilled aroma that surrounds a thick burger on a toasted bun	9	16
E35	Simply the best burger in the whole wide world	3	12
E18	So tasty and juicy you practically have to lick your lips twice after each bite	7	11
E17	You can imagine the taste as you walk in the door	6	11
E02	A char-grilled hamburger with a taste you can't duplicate	5	11
E06	Goopy grilled burger with rich sauce and fresh lettuce and tomato	-3	11
E16	With all the toppings and sides you want . . . pickles, relish, jalapenos . . . lettuce, tomato, chips . . . whatever	10	10
E15	100% natural . . . a real beef burger!	8	10
E32	At Burger King	-5	9
		Response to McDonald's element	
		Negative	Positive
<i>Additive constant</i>		37	17
Winning elements: negative to McDonald's			
E15	100% natural . . . a real beef burger!	8	11
E16	With all the toppings and sides you want . . . pickles, relish, jalapenos . . . lettuce, tomato, chips . . . whatever	8	14
Winning elements: positive to McDonald's			
E08	Lots of crispy bacon and cheese on a juicy grilled hamburger on a lightly toasted bun	6	35
E30	At McDonald's	-27	22
E03	A grilled aroma that surrounds a thick burger on a toasted bun	7	17
E13	Premium quality . . . that great classic taste, like it used to be	2	15
E16	With all the toppings and sides you want . . . pickles, relish, jalapenos . . . lettuce, tomato, chips . . . whatever	8	14
E05	Juicy burger with the crunch of lettuce and tomato	3	14
E02	A char-grilled hamburger with a taste you can't duplicate	2	14
E18	So tasty and juicy you practically have to lick your lips twice after each bite	5	13
E07	Layers of burger, sauce, pickles, and lettuce on a moist sourdough sesame seed bun	3	13
E20	When you think about it, you have to have it . . . and after you have it, you can't stop eating it	3	13
E12	With great tasting french fries . . . and that special sauce	1	13

(continued)