

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) (cont.)

		Response to McDonald's element	
		Negative	Positive
E15	100% natural . . . a real beef burger!	8	11
E09	Burger smothered in onions and cheese	3	11
E01	Fresh-grilled hamburger	1	11
E17	You can imagine the taste as you walk in the door	6	10
E34	Fresh from the grill, especially for you . . . by you	2	9
E35	Simply the best burger in the whole wide world	2	9
		Element 22	
		Negative	Positive
<i>Additive constant</i>		36	18
Negative to element 22			
"When you're sad, it makes you glad"			
E08	Lots of crispy bacon and cheese on a juicy grilled hamburger on a lightly toasted bun	13	24
E03	A grilled aroma that surrounds a thick burger on a toasted bun	8	15
E16	With all the toppings and sides you want . . . pickles, relish, jalapenos . . . lettuce, tomato, chips . . . whatever	8	13
Positive to element 22			
E08	Lots of crispy bacon and cheese on a juicy grilled hamburger on a lightly toasted bun	13	24
"When you're sad, it makes you glad"			
E22	When you're sad, it makes you glad	-17	18
E07	Layers of burger, sauce, pickles, and lettuce on a moist sourdough sesame seed bun	2	16
E03	A grilled aroma that surrounds a thick burger on a toasted bun	8	15
E21	Fills that empty spot in you . . . just when you want it	0	15
E18	So tasty and juicy you practically have to lick your lips twice after each bite	5	14
E16	With all the toppings and sides you want . . . pickles, relish, jalapenos . . . lettuce, tomato, chips . . . whatever	8	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	2	13
E15	100% natural . . . a real beef burger!	7	12
E02	A char-grilled hamburger with a taste you can't duplicate	3	12
E05	Juicy burger with the crunch of lettuce and tomato	5	11
E17	You can imagine the taste as you walk in the door	6	10
E13	Premium quality . . . that great classic taste, like it used to be	5	10
E24	A joy for your senses . . . seeing, smelling, tasting	-1	10
E27	It feeds THE HUNGER	-2	9
E19	Quick and fun . . . eating alone doesn't have to be ordinary	-5	9
E25	An outrageous experience . . . shared with family and friends	-5	9
E26	Pure ecstasy	-5	9

Data courtesy of It! Ventures, Inc.