

Table 20.8. Winning elements for total and three concept response segments for hamburgers: the winning elements comprise statements about product features that the developer can use

		Total	Segment		
			1	2	3
	<i>Additive constant</i>	29	44	12	56
	<i>Base size</i>	171	68	85	18
	Total panel				
E08	Lots of crispy bacon and cheese on a juicy grilled hamburger on a lightly toasted bun	17	7	33	-20
E03	A grilled aroma that surrounds a thick burger on a toasted bun	11	5	17	8
E16	With all the toppings and sides you want . . . pickles, relish, jalapenos . . . lettuce, tomato, chips . . . whatever	10	2	19	1
	Segment 1: Classics				
E15	100% natural . . . a real beef burger!	9	9	9	4
E17	You can imagine the taste as you walk in the door	8	9	5	12
E13	Premium quality . . . that great classic taste, like it used to be	7	8	7	1
	Segment 2: Elaborates				
E08	Lots of crispy bacon and cheese on a juicy grilled hamburger on a lightly toasted bun	17	7	33	-20
E16	With all the toppings and sides you want . . . pickles, relish, jalapenos . . . lettuce, tomato, chips . . . whatever	10	2	19	1
E07	Layers of burger, sauce, pickles, and lettuce on a moist sourdough sesame seed bun	7	3	18	-28
E09	Burger smothered in onions and cheese	6	-9	17	7
E03	A grilled aroma that surrounds a thick burger on a toasted bun	11	5	17	8
E05	Juicy burger with the crunch of lettuce and tomato	7	1	14	-1
E18	So tasty and juicy you practically have to lick your lips twice after each bite	8	5	13	1
	Segment 3: Imaginers				
E34	Fresh from the grill, especially for you . . . by you	5	1	5	15
E17	You can imagine the taste as you walk in the door	8	9	5	12

Data courtesy of It! Ventures, Inc.