

Table 21.9. Strong-performing concept elements for soup tested within the United Kingdom

	Utility
Total panel: Additive constant = 21	
Hot chicken soup with juicy chunks of chicken, noodles or vegetables	15
With a crispy roll or a slice of fresh bread	14
Tomato soup with a dash of real cream	11
When it's cold outside, a cup of hot soup is warm and inviting	10
When you think about it, you have to have it . . . , and once you have it you want more	8
Classics (54%): Additive constant = 39	
Hot chicken soup with juicy chunks of chicken, noodles or vegetables	33
Tomato soup with a dash of real cream	18
With a crispy roll or a slice of fresh bread	15
Minestrone, original Italian soup with vegetables	14
Progressives (27%): Additive constant = 20	
Creamy mushroom soup	22
Soup from sun ripened tomatoes	17
Tomato soup with a dash of real cream	17
With a crispy roll or a slice of fresh bread	14
Loyalists (19%): Additive constant = 15	
Creamy hot chicken soup	13
Hot chicken soup with juicy chunks of chicken, noodles or vegetables	12
Premium quality . . . that great traditional taste	12