

Table 24.4. Winning and losing elements for fast foods, and the location of the emotion elements for fast food within that range

| | Source | Utility |
|--|---------------------------------------|---------|
| Winning and losing elements | | |
| Grilled on an open flame for the tastiest flavor | Ranch1 (ranch1.com) | 7 |
| Our burgers are steam grilled on a bed of onions | Ranch1 (ranch1.com) | -2 |
| Emotion elements | | |
| Guaranteed to make your mouth water | Ranch1 (ranch1.com) | 6 |
| Fire up your taste buds like never before! | Carl's Jr. (carljr.com) | 5 |
| Satisfy your taste buds | Wendy's (Wendys.com) | 4 |
| Something special to satisfy your hunger | Wendy's (Wendys.com) | 4 |
| Delicious, and in hot demand | Carl's Jr. (carljr.com) | 3 |
| Your guests will love our delicious menu options | Church's Chicken (Churchschicken.com) | 2 |
| Food worth slowing down for | Boston-Market (Boston-Market.com) | 1 |
| Special meals for your kid's enjoyment | Wendy's (Wendys.com) | 1 |
| Why celebrate when you can salasbrate | Chi-chi's (chi-chis.com) | 0 |