

Table 24.7. Performance of concept elements for nine beverages in the Drink It! study, by total panel and by that segment (out of three segments) identified as being most responsive to emotion elements

	Total panel	Emotion segment
Cooler: base size	220	27
Mixed with berry, citrus, fruit punch, peach, and tropical flavors . . . whatever you're looking for	21	38
*Looks great, smells great, tastes delicious	7	10
Quick and fun . . . ready to drink . . . no bartender required	3	9
*Pure satisfaction	1	9
*So refreshing you want to savor how it makes you feel	3	8
Tea: base size	234	74
Freshly brewed	6	11
From Lipton	4	10
*Drinking hot tea is so inviting	5	9
*Simply the best	3	6
Iced tea: base size	246	117
Iced sun brewed teas with a warm smooth flavor	7	10
From Lipton	8	10
*Drinking iced tea is so inviting	7	8
*So refreshing . . . you have to drink more	4	6
Yogurt beverage: base size	188	68
Mixed berry, strawberry, kiwi lime, lemon burst, apricot, peaches and cream . . . whatever you're looking for	14	13
*Simply the best	5	10
*Drinking yogurt is so inviting	3	8
*So refreshing you want to savor how it makes you feel	2	7
*Premium quality	3	7
*You can imagine the taste even before you drink it	2	7
Soy beverage: base size	194	90
Coffee, Mocha, Berry, Apple, Orange, Banana . . . whatever you're looking for	12	23
Frothy soy milk blended with fruit juices for that feeling of the exotic in a drink	11	20
*Soy milk . . . creamy, delicious, and highly nutritious	12	9
Sports drink: base size	232	68
From Gatorade	12	21
*It quenches THE THIRST	3	8
All natural	5	6
From Minute Maid	4	6
*So refreshing . . . you have to drink more	0	5
*You can imagine the taste even before you drink it	1	5
Water: base size	216	35
Refreshing flavors such as lemon, berry, orange, or tropical	10	35
Low-calorie alternative to sugar-laden soft drinks	2	21
*Bubbly water in a premium glass container . . . for both the everyday and the more special occasion	-3	19
Resealable single serve container . . . to take with you on the go	5	17
Icy cold	5	12
Enhanced water that contains ingredients to energize you . . . specially formulated to keep you going	6	11
*With the safety, care and quality that make you trust it all the more	2	11
Made with mineral water . . . to deliver great taste	0	10

(continued)