

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 (cont.)

	Total panel	Emotion segment
From Poland Spring	-3	10
Pure, fresh spring water . . . directly from the source	8	10
Multiserve containers . . . so you always have enough!	1	10
Spring water . . . contains the antioxidants your body needs	6	9
*So refreshing you want to savor how it makes you feel	3	8
Seltzer water . . . with just the right tang at the end	-12	8
*So refreshing . . . you have to drink another	2	8
*You can imagine the taste even before you drink it	0	7
*When you think about it, you have to have it . . . and after you have it, you can't stop drinking it	2	7
Juice: base size	235	20
Orange and white cranberry, apple, fruit punch, pear, raspberry, pineapple or tomato, carrot, or veggie blends . . . whatever you're looking for	6	38
Exotic blends naturally sweet with real pulp	2	19
All nectar juice with antioxidants	1	13
*Premium quality	3	11
With calcium, vitamins A and the energy-releasing B vitamins . . . or what ever you need	3	9
*So refreshing you want to savor how it makes you feel	1	8
Coffee: base size	226	40
*Cool and refreshing Iced Coffee	-19	25
Coffee and milk . . . blended just right for the perfect latte	-3	16
Dark French Roast coffee that is rich, bold, and roasted	-1	10
Fresh coffee made from 100% Colombian coffee beans	10	10
From Starbucks	-7	9
With all the milk, cream, and toppers you want . . . cinnamon, nutmeg, chocolate sprinkles, sugar cubes, whipped cream . . . whatever	-9	8
Fresh ground and brewed coffee	9	7
*Pure satisfaction	1	7

*Emotion elements.