

Table 5.3 Impact scores for individual phrases, for the total hamburger category.

Element	Additive constant	Impact
E09	Lots of crispy bacon and cheese cover the grilled juicy hamburger on a lightly toasted bun	15
E01	Fresh grilled hamburger	9
E06	A char-grilled hamburger with a taste you can't duplicate	9
E07	A grilled aroma that surrounds a thick burger on a toasted bun	7
E34	Fresh from the grill, made especially for you	7
E17	So juicy . . . you practically have to wipe your mouth twice after each bite	6
E02	Burger smothered in onions and cheese	5
E03	Juicy burger with the crunch of lettuce and tomato	4
E05	Layers of burger, sauce, relishes, pickles, and lettuce on a moist sourdough sesame seed bun	4
E14	You can imagine the taste as you walk in the door	4
E11	With great-tasting french fries	3
E27	A joy for your senses . . . seeing, smelling, touching, tasting	3
E35	Simply the best burger in the whole wide world	3
E24	An outrageous experience	3
E08	Moist bites of bun, burger, and onion	3
E04	Goopy grilled burger with rich sauce and fresh lettuce and tomato	2
E12	With a cola and fries	2
E19	Fills that empty spot in you . . . just when you want it	2
E30	From McDonald's	1
E20	Makes you feel happy when you eat it	1
E26	Now you can escape the routine	1
E21	Quick and fun	0
E13	With all the relishes you want on a relish/trimmings table—jalapenos, pickle relish, whatever . . .	-1
E23	Ecstasy in your hand	-1
E29	From Burger King	-1
E10	When it's cold outside, and the burger is warm and inviting	-1
E28	From Wendy's	-1
E16	You can just savor it when you think about it during work and school hours	-2
E36	With the safety and care and sanitation that makes you trust it and love it all the more	-2
E22	It feeds THE HUNGER	-2
E25	When you are sad, a hamburger makes you glad	-3
E18	Extra sides of lettuce and tomato . . . all the time . . . with salt too	-4
E32	From Jack in the Box	-5
E31	From Carl's Jr.	-7
E15	With horseradish sauce	-7
E33	From White Castle	-7

Note: Each number shows the conditional probability that the concept for the fast food hamburger will be rated craveable (rating 7–9 on the 9-point scale), if the element is present in the concept. The additive constant shows the expected percent feeling a hamburger will be craveable if no elements are present, and can be used as a base-line value. *Source:* Used with permission from It! Ventures, LLC.