

2024 CAROLINA CASE CHALLENGE

OFFICIAL CASE PACKET



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INTRODUCING THE LINK GROUP

Companies of all sizes are making huge decisions every day—what markets should they enter? Which customers should they target? How should they price their products and services? What messages should their advertising communicate?

The Link Group helps companies answer these questions by understanding and predicting consumer behavior. It has been in business for 30 years and serves more than 50 Fortune 500 clients.

WHY CHOOSE TLG?

“As a previous client, research with The Link Group was always something I looked forward to. Not only did they understand our key objectives and execute logistics flawlessly, but they also brought a passion and genuine curiosity that challenged our thinking in the best way possible.” – former client and now Linker



Market Understanding



Immersive Ethnography

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Brand Creation



Brand Evolution



Segmentation & Targeting



Product Development



Brand Performance



In-Store Experience



MARKET RESEARCH AND CUSTOMERS

1

Proposal

Understand the research objectives, submit proposal, and hopefully win the project

2

Set-Up

Design the custom, primary marketing research project

3

Fielding

Execute the market research study and collect data.

4

Analysis and Reporting

Analyze the data collected and identify insights to report results

TLG has an annual revenue of \$35M. 80 - 90% of our business comes from clients in the pharmaceutical and healthcare industry.





TLG'S RESEARCH APPROACH



Qualitative Research

HOW:

- In-depth interviews (IDIs) and focus groups (participants sourced by suppliers)
- Fluid, adaptable conversations with a trained moderator
- Can be conducted in facilities or virtually

WHY:

- Exploring a topic
- Understanding customer needs and emotions
- Digging into the reasons for customer perceptions and behavior



Quantitative Research

HOW:

- Online surveys that are programmed for consistency (participants sourced by supplier)
- Large base sizes for statistical analysis

WHY:

- Measuring a large, representative population
- Capturing statistical data around known attributes or behaviors
- Prioritizing attributes or concepts



CASE STUDIES

Qual Case Study: Patient Experience Among PV Patients

Objective: Gain clear understanding of patient experience with blood cancer polycythemia vera (PV).



Methodology

Qual IDIs: 30-minute virtual in-depth interviews

Talking to: Patients with PV who currently take a medication

In the interview: Explored education & support experience for PV, deep dive on treatment experience, gauged interest/knowledge of client's brand among those who use competitors



Output: A clear understanding of key drivers/barriers to using client's brand that will inform patient support system and marketing materials

Quant Case Study: Alzheimer's Blood Test Poisoning

Objective: Determine the optimal marketing positioning strategy for a blood test in development.



Methodology

Quant Survey: 15-min online survey

Talking to: Primary Care Physicians and neurologists treating Mild Cognitive Impairment/early Alzheimer's

In the survey: Evaluated one of three potential positioning statements through standardized metrics and a head-to-head comparison of all three statements



Output: A strategic recommendation of which positioning strategy to move forward with for concept and message development for product launch



THE CHALLENGE

Although TLG has traditionally conducted its market research for pharmaceutical clients through surveys and one-on-one interviews, it wants to take advantage of new opportunities with AI. AI is capable of evaluating large *unstructured qualitative and quantitative data*—a usually time-consuming process. This data includes online reviews, social media posts, forum posts, and more.

TLG wants to know how to leverage AI to either go beyond traditional surveys and interviews OR to enhance surveys and interviews. Given that a large majority of TLG’s clients are in the pharmaceutical industry, your recommendation should provide a strategic AI integration plan with a clear focus on target customers like doctors and patients. TLG advises you to also consider these key questions:



How can AI evaluate and communicate data in a creative way?



How can AI analyze this data while maintaining its security?



How can TLG brand and promote these offerings? What do our clients gain from AI-powered research over traditional research?

Key Constraints:

- TLG’s average project price is \$100K; assume clients will not pay more than a 10-15% increase for AI tools.
- Timeline for implementation: 1-3 years

Goals:

- Increase average size (\$) of projects
- Increase project efficiency by enhancing data analysis processes
- Increase win rate of TLG’s proposed projects with more creative proposals

CONFIDENTIALITY NOTICE

All client information and intellectual property must be handled with utmost confidentiality and should be used only for purposes directly related to the scope of the project. The use of AI and all information put into AI, including proprietary/trademarked TLG or client materials and information covered by NDAs, must maintain TLG’s privacy policy.



Q&A and SUBMISSION LOGISTICS

Zoom Q&A (2-3pm on 4/19): <https://unc.zoom.us/j/6238114444>
Meeting ID: 623 811 4444

Students should submit their finalized presentations by Friday April 19th at 6pm. Any submission after this deadline may result in team disqualification.

Please submit by emailing a PDF file of your presentation to the following emails and be sure to CC your team.

neha_nataraju@kenan-flagler.unc.edu
sanchita_chandran@kenan-flagler.unc.edu

Teams should also create a PDF of their slides, without the appendix, for printing.

Submissions should follow the naming convention:

Slides (for presentation):

“TeamName_Presentation_Deck.pdf”

Slides (for print):

“TeamName_Print_Deck.pdf”