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featuring lots of fried shrimp bouncing around  
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to gain experientialsâ€™ feedback towards  
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Case Solution Problem Identification: The  
marketing team of Red Lobster had made a  
research study to expose some  
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Analysis MacKenzie Walters, Yanxuan Li,  
Jeff Malnor, Nicholas Stachurski, Lydia  
Zhang, Shuang Chen, A recently  
commissioned market research study has  
revealed, unexpectedly, that 25% of Red  
Lobster's customers are "experientials,"  
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