



AN UNCOMMON SENSE  
OF THE CONSUMER™

# NIELSEN CASE COMPETITION 2015

## ARE YOU READY TO BE NIELSEN'S NEXT GENERATION?

### WHAT IS THE NIELSEN CASE COMPETITION?

Nielsen Case Competition (NCC) is the first annual solving realistic business circumstances competition for students organized by Nielsen Vietnam. This year is the 6<sup>th</sup> season the competition has been organized.

This competition will show a case study of business issue (marketing related) that Teams of undergraduate students apply their knowledge and skills to solve.

The teams are evaluated on their overall content, presentation and structure. A list of criteria is available for the judges to rank teams, mainly basing on executive insights, analysis and recommendations to solve the business circumstance.

### HOW TO REGISTER?

We would like to invite your universities to join us and nominate your teams of students. We wish to have your support on recruiting your qualified students for 2 teams to join in order to guarantee quality of this program.

We are looking for two teams with:

- 4 current undergraduate students (3rd & 4th year students only) for each team.
- Fluent English with strong communication skills
- Logical thinking, enjoy numerical analysis and ability to work under pressure
- Excellent interpersonal skills

The deadline to submit this nomination list is on **October 9, 2015**. Please kindly find the attached file for this year's program details.

For more information, please kindly contact **Vo Thi Thu Nguyet @ [Nguyet.Vo@nielsen.com](mailto:Nguyet.Vo@nielsen.com)**

### BENEFITS FOR STUDENTS

- A valuable chance to reserve an opportunity for trainee's interview at Nielsen after graduation
- An excellent way of applying the knowledge that have been studied in universities
- A great opportunity to practice and experience analytical, presentation and team-work skills in a realistic, high-pressure working environment.
- A chance to get feedbacks from senior people from Nielsen Vietnam
- A good chance to build resume

