



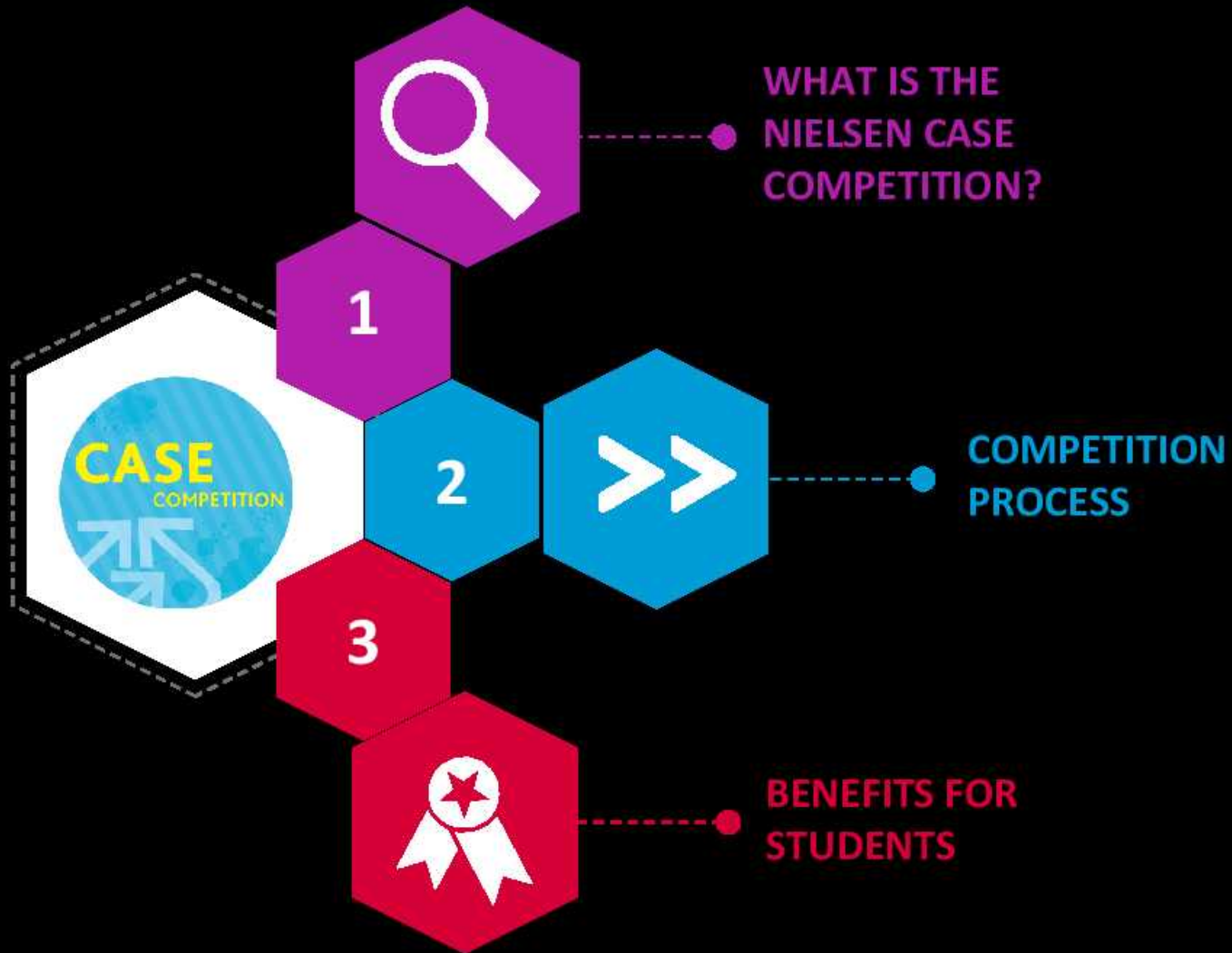
nielsen

2015 NIELSEN CASE COMPETITION

INTRODUCTION

Ho Chi Minh City, September 2015





An abstract graphic on the left side of the slide. It features a portion of a sphere or dome with a grid of thin, curved lines in various colors (red, blue, green, yellow). Several colored dots (yellow, pink, red) are placed on the grid, with thin lines extending from them towards the right, suggesting data points or connections.

WHAT IS THE NIELSEN CASE COMPETITION?

The logo for the CASE Competition, featuring the word "CASE" in large yellow letters above the word "COMPETITION" in smaller yellow letters, all within a blue circular background that has a stylized white graphic of a person or figure.

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 competition will show a case study of business issue (marketing related) that Teams of undergraduate students apply their knowledge and skills to solve.
- Panels of corporate judges evaluate teams on a number of factors

PLAN

2015 NCC PLAN

REGISTRATION
CONFIRMATION
ON REGISTRATION

Sep. 14th – Oct. 9th

INTRODUCTION -
TRAINING SESSION
- RECEIVE CASE
STUDIES

Oct. 28th

SEMI
FINAL
ROUND

Oct. 29th

FINAL
ROUND

Oct. 30th



UNIVERSITY TEAM REQUIREMENTS

- Maximum of **2 teams per university**
- Each team must consist of **4 current undergraduate students**.
 - Any major
 - 3rd and 4th year students (no exception)
 - Fluent English with strong communication skills
 - Logical thinking, enjoy numerical analysis and ability to work under pressure
 - Excellent interpersonal skills



SUBMISSIONS

Required document submission:

- University letter of introduction for your team to participate in the 2015 NCC
- CV of each team member
- Authorized score sheet for each team member
- Certificates of participation in social activities if any

Send to Ms. Vo Thi Thu Nguyet, Talent Acquisition Manager via nguyet.vo@nielsen.com to register by **October 9, 2015.**

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2015 NIELSEN CASE COMPETITION COMPETITION PROCESS

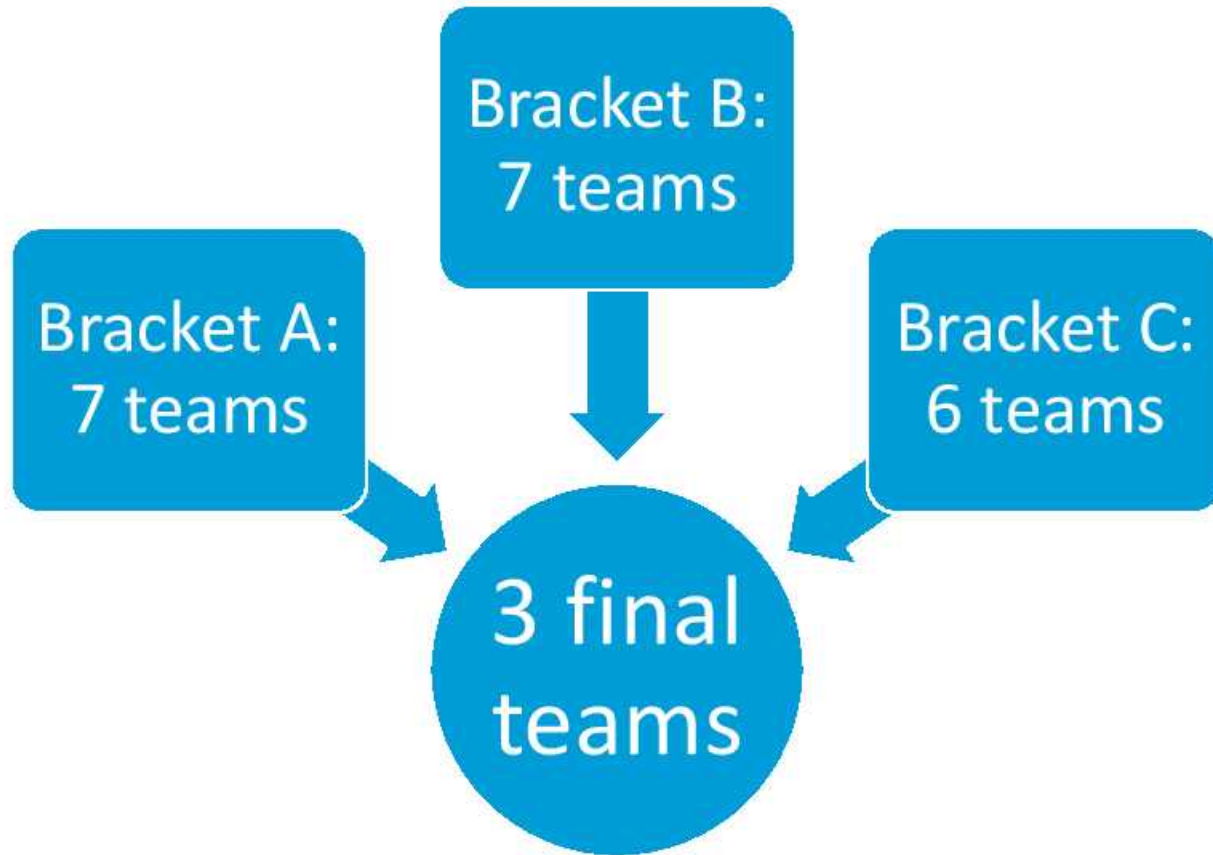


COMPETITION PROCESS

- Approved team submissions will be on a first-come first-serve basis.
- **20 teams** will be selected for semi-final round
- **Approved team submissions will be selected based on below criteria:**
 - English score: above average
 - Academic result: above average
 - Your social activities participation



COMPETITION PROCESS

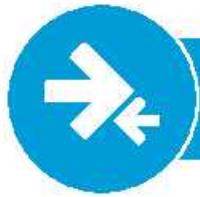




SCORING PROCESS

The teams are evaluated on their overall content, presentation and structure. A list of criteria is available for the judges to rank teams.

- Presentation Length
- Agenda / Objectives (Business Needs Assessment)
- Executive Insights
- Context & Big Picture
- Analysis & Implications
- Recommendations
- Flow of Presentation Story
- Graphical representation of data (clarity of charts used for analysis)



THE RULES

- Teams have 20 hours to prepare preliminary case and 18 hours for final case, no outside help is allowed, other than your 4 team members and the internet
- All work must be original
- Presentations should be in Microsoft PowerPoint format
- All communications should be in English
- Teams have no more than 15 minutes to present to judges (we will cut the time at exactly 15 minutes, no exceptions) followed by 10 minutes Q&A
- Up to each team to decide who wants to present, it can be 1 or all 4
- Everyone from the team must be present during presentations, unless excused beforehand
- Order of team will be chosen at random during pick up of preliminary cases
- Dress code: Business formal



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



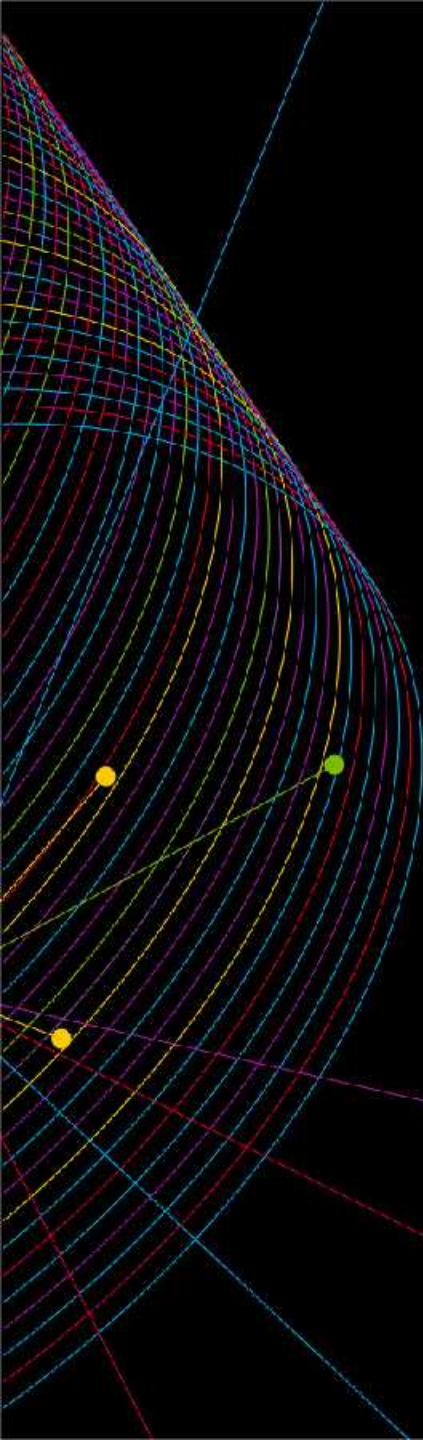
A great opportunity to practice and experience analytical, presentation and team-work skills in a realistic, high-pressure working environment.



A chance to get feedbacks from senior people from Nielsen Vietnam



A good chance to build resume



AWARDS

1st winner

CASH
10,000,000
VND

+

WINNER
CERTIFICATE

+

CONFIRMATION
FOR TRAINEE
INTERVIEW

2nd winner

CASH
5,000,000
VND

+

WINNER
CERTIFICATE

+

CONFIRMATION
FOR TRAINEE
INTERVIEW

Semi-final

CONFIRMATION
FOR TRAINEE
INTERVIEW

Team award

Thumbdrives
as gifts for
team
members

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2014 NIELSEN CASE COMPETITION RECAP



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