



Nielsen Case Competition 2020

# THE STORY OF DATA

## In the New Normal

### 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 11<sup>th</sup> season that the competition has been organized with the topic **“The Story of Data in the New Normal”**

This competition will show a case study of business issue (marketing related) that teams of undergraduate students apply their knowledge and skills to solve. Student teams will compete against one another to address a real-world business issue and present solutions for creating competitive advantage to panels of expert judges from Nielsen.

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.

### REASONS TO PARTICIPATE

- Have an opportunity to obtain a trainee position at Nielsen Vietnam
- Show your talent when participating in the competition that is based on solving real cases and problems
- Build your resume & Impress future employers
- Challenge yourself to learn new things and develop new skills
- Connect with senior market research experts

### WHAT'S NEW THIS YEAR?

- **Meet NEW FRIENDS** – we have moved from 2 competitions for Ho Chi Minh city & Hanoi to **ONE competition – Nationwide**
- **Enjoy NEW EXPERIENCE** – **Virtual Competition** will help you meet wider audience and build virtual confidence
- **Win NEW PRIZES AND GIFTS** – Not only prizes in cash and traineeship offer, you will have chances to bring home **exciting gifts** when becoming winners or engaging with audience

## WHEN & HOW?

### FIRST ROUND

7 October 2020  
*Online Submission*

### SEMI-FINAL ROUND

26 October 2020  
*Virtual Presentation*

### FINAL ROUND

30 October 2020  
*Virtual Presentation*

## HOW TO REGISTER?

- Form your team of 04 members who come from any universities
- Register here: [Registration Link](#)
- [All members have to be qualified for](#) competition's **criteria** as following:
  - ✓ **Academic result (GPA):** above 6.5
  - ✓ **English score:** TOEIC 700+ or IELTS 6.0+ (no band below 6.0) or University English score 7+/10 **is preferred**
  - ✓ Your experience in participate social activities is preferable.

# SUBMISSION DEADLINE: 01/10/2020

## TERMS AND CONDITIONS

- Only current 3rd and 4th year students are allowed to participate (2nd-year students are qualified if the university's curriculum is 3 years in length)
- Approved submissions will be on a first-come first-serve basis
- Students will be required to agree to ethics policy form and Nielsen has the right to disqualify student(s) if ethics policy is broken
- Nielsen has the right to make changes to the case competition without prior notice

If you have any questions regarding to our Nielsen Case Competition, email us at [Ncc.Vietnam@nielsen.com](mailto:Ncc.Vietnam@nielsen.com) and check out latest information related to the Nielsen Case Competition at [www.facebook.com/vietnamnielsen](https://www.facebook.com/vietnamnielsen).

