



nielsen

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尼尔森中国区总裁



“科学为证” “THE SCIENCE BEHIND”

尼尔森的业务和解决方案
WHAT WE DO AND HOW WE DO IT ...

开辟消费者研究的新局面

Break new paths in
consumer measurement

“洞察未来” “WHAT’ S NEXT”

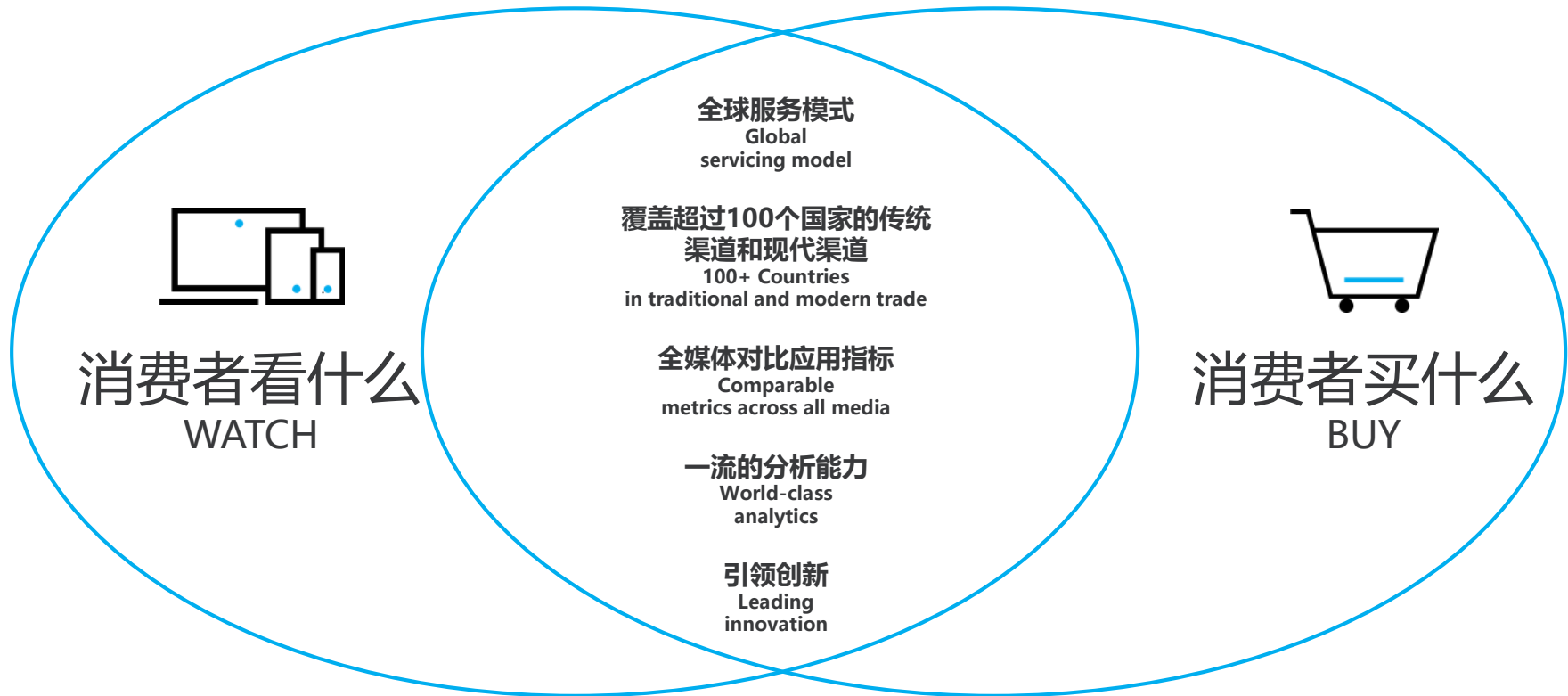
帮助客户
SO OUR CLIENTS CAN ...

做出正确而重要的决策

Take action
that matters

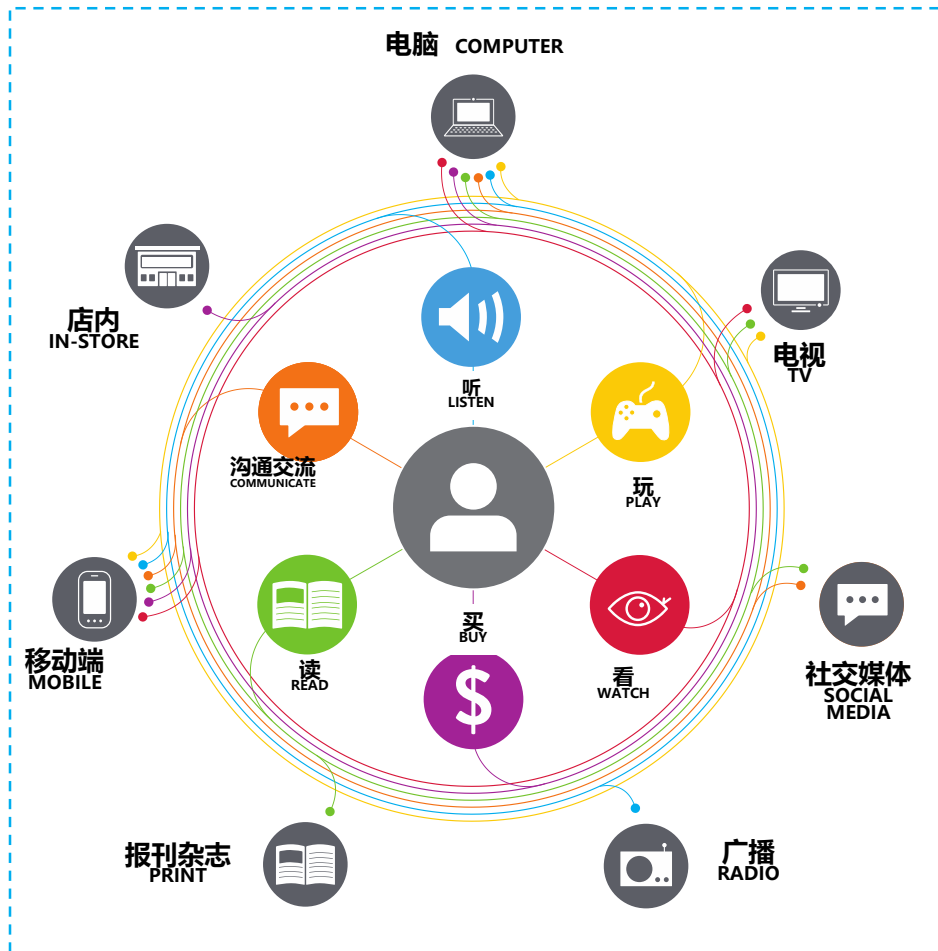
尼尔森的业务核心

WHAT WE MEASURE



源于数据，高于数据， 重塑价值

WHAT WE DO: TO MAKE SENSE OF THE
CONSUMER' S WORLD



尼尔森服务遍布全球

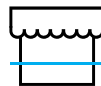
WHERE WE ARE



标准普尔500公司
An S&P 500 company

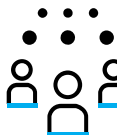


● 尼尔森研究覆盖范围
NIELSEN PRESENCE



尼尔森在世界**100**多个市场运营，研究覆盖超过全球**90%**的人口

Nielsen has operations in over **100** markets that cover more than **90%** of the world's population.



全球共计**40,000**名员工
40,000 employees globally

荣膺福布斯全球创新企业第30名

FORBES' 30TH THE MOST INNOVATIVE COMPANY



THE WORLD'S MOST INNOVATIVE COMPANIES

“让一家有95年历史，44,000名员工的企业，
持续创新的**最大挑战**，是让大家**勇于冒险**。”

“The biggest challenge of keeping a 95-year-old, 44,000-person company innovative is **having people feel comfortable taking a risk.**”

马祺
Mitch Barns
尼尔森CEO

尼尔森的人才培养宗旨：以人为本

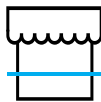
HOW WE DEVELOP TALENTS: OUR BUSINESS IS PEOPLE BUSINESS



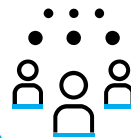
1984年进入中国，与本土市场共同发展

GROW TOGETHER WITH CHINA MARKET AND CHINESE COMPANIES

在北京，上海，广州，深圳，
成都，厦门，南通，青岛，
厦门8个城市均设有办公室
8 offices in China



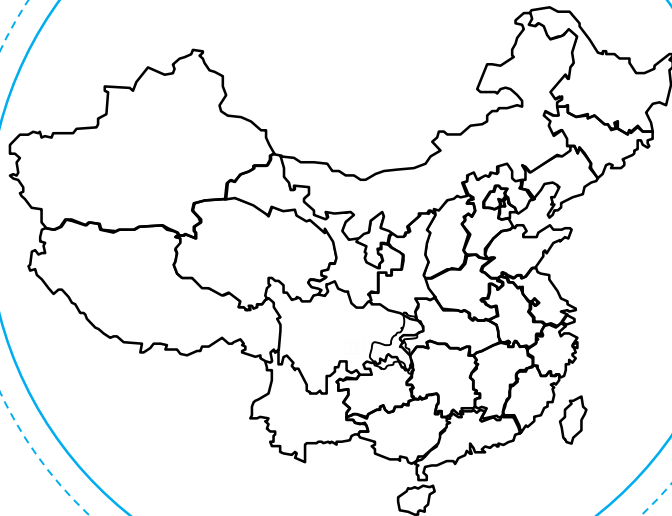
每年走访超过**370万**家
零售店铺 Visit **3.7 million**
retail store per year



超过**3,500**名员工
3,500 employees globally



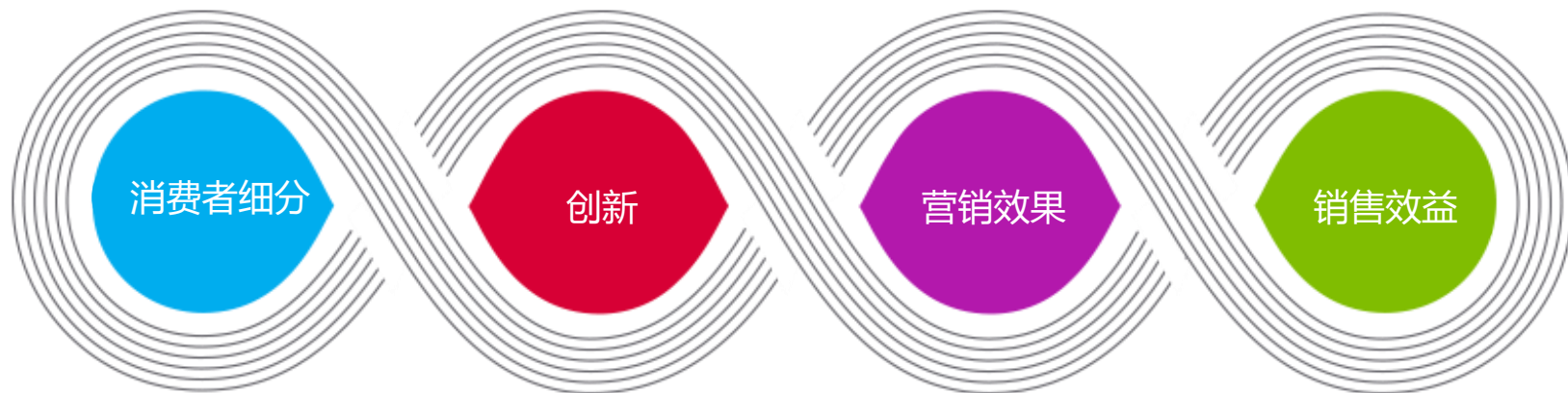
每天监测超过**6亿**广告
曝光 Measure **600 million**
ad impression daily



尼尔森解决方案：

用更高效、更精准的市场洞察，帮助客户实现市场增长

FASTER, SMARTER MORE CONFIDENT DECISIONS TO IMPROVE CLIENTS' PERFORMANCE



消费者细分

创新

营销效果

销售效益

消费者细分：

CONSUMERIZATION:

消费者细分模型扩大消费者细分广度，进一步提升其精确度，帮助客户更加深入了解消费者
Organize and build a comprehensive understanding of your most profitable consumers

创新：

INNOVATION:

从产品研发到上市，优化产品发展和创新过程
Improve product development and innovation process, from white space to launch support

营销效果：

MARKETING EFFECTIVENESS:

通过精准高效的市场营销，实现与目标受众的有效沟通
Target and engage consumers through effective and efficient marketing & advertising

销售效益：

SALES EFFECTIVENESS:

衡量销售表现，通过深入了解市场整体情况，做出最明智的决策
Measure sales performance, then activate strategy through optimized execution

服务中国各行各业超过700家客户

WITHIN KEY VERTICALS, OUR CLIENTS INCLUDE...

快消品行业 FMCG



科技行业 Tele & Tech



中国移动通信
CHINA MOBILE



汽车行业 Auto



Mercedes-Benz



零售行业 Retailer



华润万家



媒体传播行业 Media



Tencent 腾讯



电商行业 e-Commerce



金融行业 Finance



CHINA MERCHANTS BANK



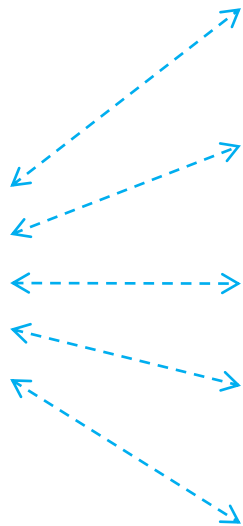
中国建设银行
China Construction Bank



乘势数字化浪潮，合作引领行业进步

PARTNERSHIPS THAT HELP OUR CLIENTS RIDE THE DIGITAL WAVE

nielsen




Alibaba.com™

Tencent 腾讯

 JD.COM 京东

Suning.com
苏宁易购

 新浪微博
weibo.com

The background of the image is a vibrant blue with a 3D, wavy, undulating texture that resembles water or a topographical map. The waves are layered, creating a sense of depth and movement. In the center of the image, the word "nielsen" is written in a clean, white, lowercase serif font. Below the letters of "nielsen", there is a horizontal row of eight white dots, each centered under a letter: 'n', 'i', 'e', 'l', 's', 'e', 'n', and a final dot under the space between the last two 'e's.

nielsen
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