



Supplier Diversity FAQs

What are the benefits of the Nielsen Supplier Diversity (SD) Initiative? Suppliers who register with SD online are part of a supplier database that is made available to procurement decision-makers. SD also provides diverse suppliers with access to customized, commodity-specific in-house networking events with buyers and prime suppliers, information sessions on procurement strategies.

I am certified as a diverse business. What is my next step? If you are interested in applying doing business with Nielsen and have evidence of third party certification, please begin the process by going to our online application at (TBD). This application enables us to become familiar with your company's background and capabilities.

How long does the application process take? After your application has been submitted, it will be validated according to the Nielsen requirements. This process takes approximately five to ten business days. During this time you will be contacted if your application is accepted/rejected or if more information is required. After your application has been completed and complies with the Nielsen requirements, your information will be added to the SD database and you will receive an acceptance email. Please be advised that acceptance into the SD database DOES NOT indicate that your company is an approved supplier for Nielsen.

How can I participate in the bid process once I registered online? The Supplier Diversity staff works with procurement decision-makers throughout the firm to aggregate demand opportunities. We obtain the minimum criteria required of an engagement and attempt to identify suppliers who can meet most or all of the criteria. We use the contact information in the SD database as the source for electronic disbursement of a Request for Preliminary Information (RFPI) in which suppliers are asked to define their capabilities as they relate specifically to the engagement criteria. Criteria will vary by industry and will be limited to a few measurable, objective parameters. The RFPI is not intended to serve as a full Request for Information (RFI) or Request for Proposal (RFP). Our attempt is to get suppliers in front of real opportunities as they arise. However, nothing should take the place of independent sales and marketing efforts to make direct contact with internal decision-makers. We will help, but we encourage suppliers to aggressively pursue internal relationship-building beyond the Supplier Diversity Office.

If I'm not certified as a diverse business or am self-certified, what's my next step? In order to participate in the SD process, a supplier must be certified by one of the Nielsen recognized certification agencies (i.e. NMSDC, WBENC, NGLCC, municipality). We do not accept self-certification. Companies that are not yet certified but plan to pursue certification should indicate this in their SD application.

What is the definition of a diverse business and what does certification do? Third party certification designates that your company meets the definition of being at least 51% owned, controlled AND operated by one or more members of a diverse group (e.g., Minority, Woman, Gay/Lesbian/Bisexual/Transgender, Veteran, Disabled, Small Disadvantage). How long will my company's profile be active in the Nielsen database? We will maintain a company's profile as active in our database for as long as its certification remains current. We will send an e-mail notification to suppliers whose certification is pending expiration. Expired certification will render your file inactive. We recommend that suppliers update their company profile a minimum of once each fiscal year. Updates to contact information, including e-mail addresses, must be made immediately.

For more information, please e-mail questions or comments to: supplier.diversity@nielsen.com.