



We welcome you to the **P&G CEO Challenge**: A competition which will test your aptitude for business strategy and real-life problem-solving. If you've been eager to demonstrate your ingenuity and intelligence beyond your campus, this is the chance to make an impression on a global scale.

Prepare to compete with teams from around the world to see who is most fit to be the next CEO of P&G. Top students will ascend to the Global Final and win the opportunity to meet P&G CEO David Taylor.

First, prepare to showcase your ability to think critically about leading a brand. Best of luck!

This year, your **team of 3 members** will have **75 minutes** to solve an **online case study** that will challenge your data analytic and problem-solving skills.

The Case study will be about one of the P&G Brands, Oral-B - approximately 15 pages of text, tables, and charts about the problem-based situation.

Case Study Test Structure

- 16 test questions. You should allocate approximately 55 minutes to complete the first two parts of the case study test. This part will include problems of different types (text and data interpretation, calculations)
- Two short essay questions. This section requires you to formulate and prove your point of view. Answers will be limited to 250 words.

WHAT'S IN IT FOR ME?



Win an all-expenses paid trip to the location of the Regional Finals and compete for a place at the Global Final in Mexico City.



Meet students from around the world and network with leaders from P&G



Official winners will be invited to our Signal event at our Cincinnati headquarters. Join executives, founders, and industry disruptors at our most exciting event of the year!

HOW DOES IT WORK?



Gather your crew with diverse backgrounds and sign up



Rock the online case study and win the national round



Take on the top performers from your region



Earn your spot in the Global Final in Mexico City



Win & meet with CEOs from the biggest companies at P&G Signal Conference 2021

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www.pg-ceochallenge.com