

A total of **18,353 finalists** from the **Class of 2016** at the country's top thirty universities took part in face-to-face interviews to research Britain's **leading graduate recruiters.**

The votes have been counted and the **awards** for this year's most sought-after graduate employers can now be revealed . . .

# THE TIMES GRADUATE RECRUITMENT AWARDS 2016

## Introducing the Awards

The **Times Graduate Recruitment Awards**, now in their nineteenth year, celebrate the **real** achievements of the UK's leading graduate employers. Uniquely, the awards are decided *entirely* by those who matter most in graduate recruitment – **final year students** who are just about to leave university and start their first graduate job.

There was **no** anonymous online voting and **no** panels of so-called 'design experts' or contrived committees of 'student judges' to assess employers' recruitment campaigns – just direct feedback from on-campus research groups and face-to-face interviews with thousands of finalists at thirty top UK universities looking for a graduate job in 2016.

## How the Awards are Researched

There are three categories of awards, each researched during the 2015-2016 graduate recruitment season.

The '**Graduate Employers of Choice 2016**' were identified from face-to-face interviews with **18,353 final year students** during February 2016. Students who had applied for jobs in 18 specific career areas – such as engineering, accountancy and human resources – were asked which employers within this area they most wanted to work for. Finalists did **not** choose from lists of organisations, their responses were **entirely unprompted**.

For the '**Graduate Employer of the Year 2016**' award, all 18,353 final year students were asked the open-ended question, '*Which employer do you think offers the best opportunities for graduates?*'. Again, finalists **weren't** shown a list of employers to select from and their answers were not prompted in any way. The results from this question are also used to compile **The Times Top 100 Graduate Employers** league table.

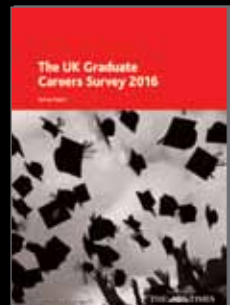
The final awards, for the best **graduate recruitment website, brochure, advertising and social media** were judged by on-campus research groups held with finalists across the UK. Over **1,000 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online information from over seventy major employers.

## About High Fliers Research

Research for **The Times Graduate Recruitment Awards** has been carried out by High Fliers Research as part of *The UK Graduate Careers Survey 2016*.

Launched in 1995, the survey has now been conducted annually for more than two decades and is the UK's largest and most authoritative graduate recruitment research. Over **150 leading employers** have used the survey to review the success of their on-campus promotions and help plan future recruitment campaigns.

To find out more about participating in the 2017 survey, contact **Sally Hyman, Survey Director** via [sally.hyman@highfliers.co.uk](mailto:sally.hyman@highfliers.co.uk)



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## Graduate Employer of the Year 2016



**pwc**

For an unprecedented 13th consecutive year, professional services firm PwC has been voted by final year students as Britain's number one graduate employer in **The Times Top 100 Graduate Employers** for 2016.

*The new edition of the Top 100 book & website will be launched on September 28th 2016.*



# Graduate Employers of Choice 2016

## ACCOUNTANCY



## HUMAN RESOURCES



## PROPERTY



## CHARITY & VOLUNTARY WORK



## INVESTMENT BANKING



## PUBLIC SECTOR



## CONSULTING



## IT



## RESEARCH & DEVELOPMENT



## ENGINEERING



## LAW



## RETAILING



## FINANCE



## MARKETING



## SALES



## GENERAL MANAGEMENT



## MEDIA



## TRANSPORT & LOGISTICS



# Best Graduate Recruitment Marketing in 2015-2016

## GRADUATE RECRUITMENT WEBSITE



Strong, effective imagery and comprehensive careers content were the key reasons behind the success of this beautifully designed website.

The dynamic photography and well-organised information gave job hunters a realistic and exciting insight into the broad range of careers on offer in the Royal Navy.

*Website produced by E3*



## GRADUATE RECRUITMENT BROCHURE



The carefully-crafted, appetising imagery accompanied by bold headlines that feature throughout this popular brochure grabbed students' attention and helped explain Lidl's graduate programmes.

Job hunters were impressed by the comprehensive content and the well-structured layout of the brochure.

*Brochure produced by AIA*



## GRADUATE RECRUITMENT ADVERT

### FRONTLINE

CHANGING LIVES

The advert's emotive image, featuring a vulnerable teenager talking to a social worker, worked well with the powerful, direct headline to make a particularly strong impact on finalists.

Students praised the advert for its clear message about how joining the Frontline programme can make a real difference to other peoples' lives.

*Advert produced by Konnective and Infinite*



## GRADUATE RECRUITMENT SOCIAL MEDIA

### Deloitte.

Students enjoyed the level of interactivity and detailed content offered on this successful Facebook page, describing it as very useful and effective for job hunting.

The 'Meet Our Team' feature, where students could ask their own questions, was particularly popular with finalists.

*Facebook page produced by Havas and in-house*



# TOP 100

## GRADUATE EMPLOYERS

1	1	PwC	51	64	ExxonMobil
2	2	Aldi	52	81	Amazon
3	4	Teach First	53	55	Newton Europe
4	5	Civil Service	54	34	Marks & Spencer
5	3	Google	55	83	M15 - The Security Service
6	9	KPMG	56	50	Slaughter and May
7	6	Deloitte	57	63	Baker & McKenzie
8	7	NHS	58	78	Nestlé
9	8	EY	59	48	Citi
10	10	BBC	60	66	Danone
11	13	Unilever	61	85	Penguin Random House
12	14	J.P. Morgan	62	58	Police
13	12	GSK	63	NEW	Santander
14	25	Lidl	64	NEW	Virgin Media
15	15	Goldman Sachs	65	59	Deutsche Bank
16	18	HSBC	66	100	Bank of England
17	17	Accenture	67	47	Royal Navy
18	11	John Lewis Partnership	68	62	Airbus
19	19	Jaguar Land Rover	69	96	Herbert Smith Freehills
20	16	Barclays	70	97	AECOM
21	22	McKinsey & Company	71	70	Boots
22	28	L'Oréal	72	95	Wellcome Trust
23	23	Rolls-Royce	73	NEW	Royal Air Force
24	21	IBM	74	60	DLA Piper
25	30	Lloyds Banking Group	75	71	Mott MacDonald
26	20	BP	76	76	Network Rail
27	26	Shell	77	84	Bank of America Merrill Lynch
28	35	Army	78	87	Norton Rose Fulbright
29	29	Microsoft	79	93	Lloyd's
30	33	Clifford Chance	80	54	Diageo
31	36	Morgan Stanley	81	90	Grant Thornton
32	24	Tesco	82	61	Hogan Lovells
33	31	Arup	83	73	Siemens
34	27	Procter & Gamble	84	86	Oxfam
35	51	RBS	85	NEW	Irwin Mitchell
36	39	Allen & Overy	86	45	European Commission
37	53	Boston Consulting Group	87	52	British Airways
38	32	Freshfields Bruckhaus Deringer	88	67	Local Government
39	41	Linklaters	89	79	BlackRock
40	42	Atkins	90	89	Facebook
41	43	Sky	91	46	Cancer Research UK
42	40	Frontline	92	92	UBS
43	49	BAE Systems	93	99	Credit Suisse
44	37	Apple	94	NEW	Savills
45	38	Mars	95	NEW	Standard Life
46	75	AstraZeneca	96	65	Bloomberg
47	44	BT	97	80	Mondelēz International
48	69	Transport for London	98	68	McDonald's
49	72	WPP	99	NEW	BMW
50	56	Bain & Company	100	94	BDO

THE  TIMES  
GRADUATE RECRUITMENT  
AWARDS 2016

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