

A record **17,170 final year** university students from the **Class of 2007** took part in the largest-ever poll to find Britain's **graduate employers of choice.**

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 2007

Introducing the Awards

The **Times Graduate Recruitment Awards**, now in their tenth 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 – the **final year students** who are just about to leave university and start their first graduate job.

There were no panels of 'expert recruiters', no committees of 'industry worthies' and no teams of 'design gurus' to judge employers' recruitment campaigns – just direct feedback from many thousands of university-leavers on their 'employers of choice' and the organisations they believe had the most impressive graduate marketing materials.

How the Awards are Researched

There are three categories of awards, each researched during the 2006-2007 graduate recruitment season. The '**Graduate Employers of Choice 2007**' were identified from face-to-face interviews with **17,170 final year students** during February 2007. Students who had applied for jobs in 17 specific career areas such as engineering, IT, finance etc were asked which organisations within this area they most wanted to work for. Finalists did **not** choose from lists of employers – their responses were **entirely unprompted**.

For the '**Graduate Employer of the Year 2007**' award, all 17,170 final year students were asked the open-ended question, '*Which employer do you think offers the best opportunities for graduates?*'. The results from this question are also used to compile **The Times Top 100 Graduate Employers** league table.

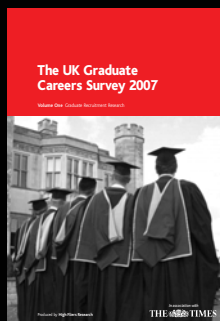
The final awards, for the best **graduate recruitment website, brochure and advertising**, were judged by focus groups held with finalists across the UK. Over **1,000 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online information from forty 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 2007**.

Devised originally in 1995, the survey has been conducted each year for over a decade and is the UK's largest and most detailed graduate recruitment survey. Over **100 leading employers** have now used the research to review the success of their graduate campaigns and help plan their future recruitment programmes.

To find out more about participating in future surveys, contact **Sally Hyman, Survey Director** via sally.hyman@highfliers.co.uk



THE TIMES GRADUATE RECRUITMENT AWARDS 2007

Graduate Employer of the Year 2007

PRICewaterhouseCOOPERS 



For the fourth year running, the professional services firm **PricewaterhouseCoopers** has been voted Britain's number one graduate employer in **The Times Top 100 Graduate Employers**.

Only three other organisations – Accenture, the Civil Service and Marks & Spencer – have headed the league table of leading recruiters since the *Top 100* was launched in 1997.

The new edition of the Top 100 book will be published on September 13th 2007.



Graduate Employers of Choice 2007

ACCOUNTANCY

PRICEWATERHOUSECOOPERS 

INVESTMENT BANKING



PROPERTY



CONSULTING

accenture
High performance. Delivered.

IT



PUBLIC SECTOR

FASTSTREAM 

ENGINEERING



LAW

Linklaters

RESEARCH & DEVELOPMENT



FINANCE

HSBC 
The world's local bank

MARKETING

P&G

RETAILING

M&S

GENERAL MANAGEMENT



MEDIA



SALES

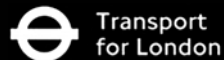
P&G

HUMAN RESOURCES

M&S

Final year students who had made applications for graduate jobs in each career sector were asked: "Which employer do you most want to work for?"

TRANSPORT & LOGISTICS



Best Graduate Recruitment Marketing in 2006-2007

GRADUATE RECRUITMENT BROCHURE



accenture

High performance. Delivered.

This hard-backed, spiral-bound brochure was a real hit with student job hunters. Its clever images and headlines, the appealing tone of the writing, and its use of bold, bright colours gave finalists an extremely positive impression of the firm.

Brochure produced by Barkers

GRADUATE RECRUITMENT WEBSITE



A colourful engaging site that used a series of games and puzzles to explain the firm's work and opportunities. The site made a very strong impact and was commended for its excellent layout and clear structure.

Website produced by aia



GRADUATE RECRUITMENT ADVERT



accenture

High performance. Delivered.

The striking 'bath tub' advert grabbed students' attention with its vibrant colour scheme and use of a highly original image. Finalists thought the humorous headline was appealing and that the text of the advert was well-written, relevant and informative.

Advert produced by Barkers.

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AWARDS 2007

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