

A total of **16,114 final year** university students from the **Class of 2010** 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 2010

## Introducing the Awards

The **Times Graduate Recruitment Awards**, now in their thirteenth 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 was **no** anonymous online voting and **no** panels of 'industry experts' or teams of 'design gurus' to judge employers' recruitment campaigns – just direct feedback from on-campus research groups and face-to-face interviews with thousands of finalists at thirty top universities who are looking for a graduate job in 2010.

## How the Awards are Researched

There are three categories of awards, each researched during the 2009-2010 graduate recruitment season. The '**Graduate Employers of Choice 2010**' were identified from face-to-face interviews with **16,114 final year students** during February 2010. Students who had applied for jobs in 18 specific career areas such as engineering, finance & sales 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 2010**' award, all 16,114 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.

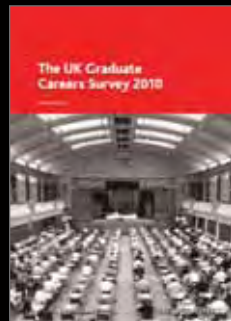
The final awards, for the best **graduate recruitment website, brochure and advertising**, were judged by on-campus research groups held with finalists across the UK. Over **1,000 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online information from over sixty 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 2010**.

Launched in 1995, the survey has now been conducted annually for sixteen years and is the UK's largest and most detailed graduate recruitment research. Over **120 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](mailto:sally.hyman@highfliers.co.uk)



# Best Graduate Recruitment Marketing in 2009-2010

## GRADUATE RECRUITMENT BROCHURE



PRICEWATERHOUSECOOPERS 

Final year students loved the bright, bold colour scheme and eye-catching imagery used in this neat, compact brochure from PwC. Its cheerful, upbeat tone helped dispel the usual stereotypes associated with working in accountancy and the comprehensive information provided was well-organised using a tabbing system.

*Brochure produced by Thirty Three*

## GRADUATE RECRUITMENT WEBSITE

# L'ORÉAL

Job hunters really enjoyed using this innovative, contemporary website. The sophisticated, interactive graphics depicting a virtual office were judged to be highly original and made it particularly straightforward for finalists to engage with information about L'Oréal.

*Website produced by TMP & PennaBarkers*



## GRADUATE RECRUITMENT ADVERT



Finalists were enthusiastic about the heart-warming, emotive image and thought-provoking headline used on this advert for Royal Navy Officers. Its dramatic message was backed up with clear careers information and details of its graduate salaries.

*Advert produced by Mindworks Marketing*

# Graduate Employers of Choice 2010

## ACCOUNTANCY

PRICEWATERHOUSECOOPERS 

## HUMAN RESOURCES

**NHS**

## PROPERTY

  
savills

## CHARITY & VOLUNTARY WORK

 **Oxfam**

## INVESTMENT BANKING

**Goldman Sachs**

## PUBLIC SECTOR

 CIVIL SERVICE FASTSTREAM 

## CONSULTING

**accenture**  
*High performance. Delivered.*

## IT

**IBM**®

## RESEARCH & DEVELOPMENT

 **gsk** GlaxoSmithKline

## ENGINEERING

 **Rolls-Royce**

## LAW

ALLEN & OVERY

## RETAILING

M&S

## FINANCE

**HSBC**   
The world's local bank

## MARKETING

**P&G**

## SALES

**P&G**

## GENERAL MANAGEMENT

  
ALDI

## MEDIA

**B B C**

## TRANSPORT & LOGISTICS

Transport for London 

# THE TIMES GRADUATE RECRUITMENT AWARDS 2010

**Graduate Employer of the Year 2010**

**PRICEWATERHOUSECOOPERS** 



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

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

*The new edition of the Top 100 book will be published on September 15th 2010.*



THE  TIMES  
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AWARDS 2010

*The Times Graduate Recruitment Awards* are researched & produced by  
**High Fliers Research Ltd** King's Gate, 1 Bravingtons Walk, London N1 9AE  
Telephone **020 7428 9000** Fax **020 7428 9111** Email [surveys@highfliers.co.uk](mailto:surveys@highfliers.co.uk)