

A record **17,851 final year** university students from the **Class of 2011** 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 2011

Introducing the Awards

The **Times Graduate Recruitment Awards**, now in their fourteenth 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 '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 2011.

How the Awards are Researched

There are three categories of awards, each researched during the 2010-2011 graduate recruitment season. The '**Graduate Employers of Choice 2011**' were identified from face-to-face interviews with **17,851 final year students** during February 2011. Students who had applied for jobs in 18 specific career areas such as investment banking, marketing and IT 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 2011**' award, all 17,851 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.

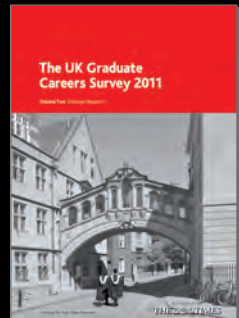
The final awards, for the best **graduate recruitment website**, **brochure** and **advertising**, were judged by on-campus research groups held with finalists across the UK. Over **1,000 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online information from over 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 2011**.

Launched in 1995, the survey has now been conducted annually for seventeen years and is the UK's largest and most detailed graduate recruitment research. Over **130 leading employers** have 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 2011

Graduate Employer of the Year 2011



For a record-breaking eighth consecutive year, the accounting and professional services firm **PwC** has been voted Britain's number one graduate employer in **The Times Top 100 Graduate Employers**.

The new edition of the Top 100 book will be published on September 14th 2011.



Graduate Employers of Choice 2011

ACCOUNTANCY



HUMAN
RESOURCES



PROPERTY



CHARITY &
VOLUNTARY WORK



INVESTMENT
BANKING



PUBLIC SECTOR



CONSULTING



IT



RESEARCH &
DEVELOPMENT



ENGINEERING



LAW



RETAILING



FINANCE



MARKETING



SALES



GENERAL
MANAGEMENT



MEDIA

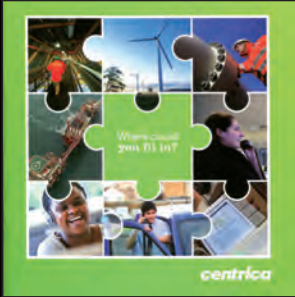


TRANSPORT
& LOGISTICS



Best Graduate Recruitment Marketing in 2010-2011

GRADUATE RECRUITMENT BROCHURE



centrica

Job hunters loved the clear structure used in this brochure. Its logical layout enabled all of the key careers information to be delivered very efficiently. The brochure's crisp content was enhanced by bold, engaging, relevant imagery, that made a strong impression on finalists.

Brochure produced by aia

GRADUATE RECRUITMENT WEBSITE

L'ORÉAL

Finalists were very enthusiastic about this highly creative website. The interactive graphics – featuring a virtual office – delivered a dynamic and innovative impression of L'Oréal and its graduate programme, and ensured the content was straightforward to access and intuitive to navigate.

Website produced by TMP & PennaBarkers



GRADUATE RECRUITMENT ADVERT



Another clever, thought-provoking advert from the Royal Navy. Finalists thought the exciting image, topical headline and well-written copy was really engaging and provided just the right amount of careers information and contact details.

Advert produced by Mindworks Marketing

TOP 100

GRADUATE EMPLOYERS

1	1	PwC	51	75	Arcadia Group
2	2	Deloitte	52	65	Network Rail
3	4	KPMG	53	NEW	Apple
4	5	Aldi	54	33	MIS - The Security Service
5	6	NHS	55	67	Deutsche Bank
6	9	BBC	56	74	Credit Suisse
7	7	Teach First	57	77	Freshfields Bruckhaus Deringer
8	3	Civil Service	58	49	Saatchi & Saatchi
9	8	Accenture	59	55	Citi
10	10	Ernst & Young	60	87	Jaguar Land Rover
11	28	John Lewis Partnership	61	52	Atkins
12	16	HSBC	62	60	Boots
13	15	Goldman Sachs	63	71	Oxfam
14	17	Barclays	64	84	DLA Piper
15	14	GlaxoSmithKline	65	35	Royal Navy
16	18	BP	66	69	Balfour Beatty
17	29	Royal Bank of Scotland Group	67	82	Bain & Company
18	12	Procter & Gamble	68	34	Police
19	19	IBM	69	53	Royal Air Force
20	13	Tesco	70	62	Herbert Smith
21	25	Google	71	79	McDonald's Restaurants
22	11	Army	72	57	Foreign & Commonwealth Office
23	22	J.P. Morgan	73	76	Airbus
24	27	Unilever	74	56	Bank of America Merrill Lynch
25	20	L'Oréal	75	58	The Co-operative Group
26	26	Rolls-Royce	76	61	AstraZeneca
27	21	Marks & Spencer	77	73	Boston Consulting Group
28	43	Barclays Capital	78	63	Transport for London
29	24	Allen & Overy	79	41	Asda
30	36	BAE Systems	80	66	Bloomberg
31	23	Shell	81	68	Grant Thornton
32	30	Lloyds Banking Group	82	81	EDF Energy
33	32	Sainsbury's	83	NEW	Bank of England
34	40	Morgan Stanley	84	95	Diageo
35	42	McKinsey & Company	85	NEW	Oliver Wyman
36	37	Clifford Chance	86	83	Kraft Foods
37	46	Arup	87	88	E.ON
38	54	Lidl	88	NEW	Savills
39	38	Cancer Research UK	89	100	Santander
40	48	Mars	90	94	Penguin
41	45	Sky	91	86	Nestlé
42	50	Linklaters	92	93	Sony
43	80	Centrica	93	97	Baker & McKenzie
44	39	Slaughter and May	94	70	Ministry of Defence
45	72	BT	95	NEW	National Grid
46	44	UBS	96	NEW	Simmons & Simmons
47	59	ExxonMobil	97	NEW	Dstl
48	31	Microsoft	98	64	nucleargraduates
49	47	Local Government	99	78	Hogan Lovells
50	51	WPP	100	90	npower

THE  TIMES
GRADUATE RECRUITMENT
AWARDS 2011

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