

A total of **17,737 final year** university students from the **Class of 2012** 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 2012

Introducing the Awards

The **Times Graduate Recruitment Awards**, now in their fifteenth 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 universities who are looking for a graduate job in 2012.

How the Awards are Researched

There are three categories of awards, each researched during the 2011-2012 graduate recruitment season. The '**Graduate Employers of Choice 2012**' were identified from face-to-face interviews with **17,737 final year students** during February 2012. Students who had applied for jobs in 18 specific career areas such as engineering, retailing and law 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 2012**' award, all 17,737 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.

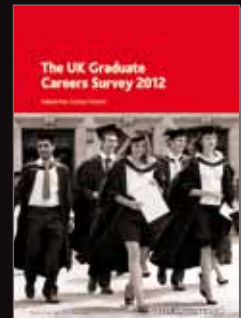
The final awards, for the best **graduate recruitment website, brochure and advertising**, were judged by on-campus research groups held with finalists across the UK. Over **1,000 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online information 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 2012**.

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



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Graduate Employer of the Year 2012



pwc

For a record-breaking **ninth** 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 18th 2012.



Graduate Employers of Choice 2012

ACCOUNTANCY



HUMAN
RESOURCES



PROPERTY



CHARITY &
VOLUNTARY WORK



INVESTMENT
BANKING



PUBLIC SECTOR



CONSULTING



IT



RESEARCH &
DEVELOPMENT



ENGINEERING



Rolls-Royce

LAW

ALLEN & OVERY

RETAILING

John Lewis Partnership

FINANCE



MARKETING



SALES

John Lewis Partnership

GENERAL
MANAGEMENT



MEDIA



TRANSPORT
& LOGISTICS



Best Graduate Recruitment Marketing in 2011-2012

GRADUATE RECRUITMENT BROCHURE



Hogan
Lovells

Finalists loved the full-page imagery that featured throughout the brochure and appreciated the clear tabbing system which allowed for quick navigation to specific sections. There was much praise too for the content and the training timeline.

Brochure produced in-house

GRADUATE RECRUITMENT WEBSITE

Hogan
Lovells

An extremely innovative website. Finalists were very impressed by the comprehensive careers content, the strong emphasis on interactivity and the straightforward, logical navigation.

Website produced by SAS



GRADUATE RECRUITMENT ADVERT



MARS

A bright, eye-catching advert that uses a fresh, innovative style to promote the organisation. Finalists thought that the creative use of one of Mars' brands worked successfully with the short business case study to illustrate the opportunities on offer to high calibre graduates.

Advert produced by Work Communications

TOP 100

GRADUATE EMPLOYERS

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

THE  TIMES
GRADUATE RECRUITMENT
AWARDS 2012

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