

A record **18,252 final year** university students from the **Class of 2013** 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 2013

## Introducing the Awards

**The Times Graduate Recruitment Awards**, now in their sixteenth 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 2013.

## How the Awards are Researched

There are three categories of awards, each researched during the 2012-2013 graduate recruitment season. The '**Graduate Employers of Choice 2013**' were identified from face-to-face interviews with **18,252 final year students** during February 2013. Students who had applied for jobs in 18 specific career areas such as accountancy, 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 2013**' award, all 18,252 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.

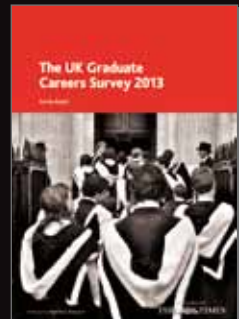
The final awards, for the best **graduate recruitment website, brochure, advertising and social media** were judged by on-campus research groups held with finalists across the UK. Over **1,000 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online 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 2013**.

Launched in 1995, the survey has now been conducted annually for nineteen years and is the UK's largest and most detailed graduate recruitment research. Over **150 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](mailto:sally.hyman@highfliers.co.uk)



# Graduate Employers of Choice 2013

ACCOUNTANCY



HUMAN  
RESOURCES



PROPERTY



CHARITY &  
VOLUNTARY WORK



INVESTMENT  
BANKING

J.P.Morgan

PUBLIC SECTOR

TeachFirst

CONSULTING

Deloitte.

IT



RESEARCH &  
DEVELOPMENT



ENGINEERING



LAW

ALLEN & OVERY

RETAILING

*John Lewis Partnership*

FINANCE



MARKETING



SALES

*John Lewis Partnership*

GENERAL  
MANAGEMENT



MEDIA



TRANSPORT  
& LOGISTICS



# Best Graduate Recruitment Marketing in 2012-2013

## GRADUATE RECRUITMENT WEBSITE



Sleek, innovative imagery was the key selling point for this website. It gave job hunters an extremely positive impression of a professional, prestigious employer.

Students loved the innovative use of video and strong focus on interactivity that ran throughout the website.

*Website produced in-house and by SAS*



## GRADUATE RECRUITMENT BROCHURE



Students were very impressed by the wealth of careers information provided in this comprehensive, well-organised brochure and loved the sophisticated, high-quality photography used throughout the pages.

Job hunters liked the ring-bound design and felt that the use of tabs made navigating through the brochure very straightforward.

*Brochure produced in-house and by Stafford Long*



## GRADUATE RECRUITMENT ADVERT



Finalists were full of praise for the emotive, relevant image and strong headline used in this advert and felt it was very effective in illustrating a career where an individual could really make a difference.

They welcomed the concise careers information on the advert and the clear contact details.

*Advert produced by MindWorks Marketing*



## GRADUATE RECRUITMENT SOCIAL MEDIA



Students judged this to be a highly informative Facebook page that was regularly updated by knowledgeable staff. The clearly-arranged sections helped job hunters find information easily.

Finalists were also impressed by the dramatic photographs used on the page and the friendly tone of the writing.

*Facebook page produced by Be Marvellous*



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