A record **18,336** final year university students from the **Class of 2014** 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 2014

Introducing the Awards

The Times Graduate Recruitment Awards, now in their seventeenth 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 looking for a graduate job in 2014.

How the Awards are Researched

There are three categories of awards, each researched during the 2013-2014 graduate recruitment season.

The 'Graduate Employers of Choice 2014' were identified from face-to-face interviews with 18,336 final year students during February 2014. Students who had applied for jobs in 18 specific career areas – such as engineering, accountancy and human resources – 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 2014' award, all 18,336 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 2014*.

Launched in 1995, the survey has now been conducted annually for twenty years and is the UK's largest and most authoritative graduate recruitment research. Over **150 leading employers** have used the survey to review the success of their on-campus promotions and help plan future recruitment campaigns.

To find out more about participating in the 2015 survey, contact Sally Hyman, Survey Director via sally.hyman@highfliers.co.uk



THE TIMES GRADUATE RECRUITMENT AWARDS 2014

Graduate Employer of the Year 2014



For an unprecedented 11th year, the accounting & professional services firm PwC has been voted Britain's number one graduate employer in The Times Top 100 Graduate Employers by final year university students from the 'Class of 2014'.

The new edition of the Top 100 book will be published on September 17th 2014.





Graduate Employers of Choice 2014

ACCOUNTANCY





PROPERTY





J.P.Morgan

PUBLIC SECTOR

TeachFirst

CONSULTING







ENGINEERING



Rolls-Royce

LAW



RETAILING

John Lewis Partnership

FINANCE



MARKETING



Unilever®

SALES



Unilever°

GENERAL MANAGEMENT



MEDIA



TRANSPORT & LOGISTICS



Best Graduate Recruitment Marketing in 2013-2014

GRADUATE RECRUITMENT WEBSITE



The website uses sophisticated imagery to give students and graduates the impression of a classy and professional organisation. The impressively detailed content is presented in a

logical and user-friendly manner and the interactive nature of the site made a dramatic impact on job hunters.

Website produced in-house and by SAS



GRADUATE RECRUITMENT BROCHURE

TeachFirst The brochure provides a wealth of carefully organised information and uses a bold colour scheme that gives the literature an energetic feel. The message on the front cover is extremely powerful and the brochure's contents are punctuated with strong statistics and relevant, engaging imagery. A truly excellent promotional tool for the Teach First programme.



GRADUATE RECRUITMENT ADVERT

Simmons & Simmons

Brochure produced by ThisCity

Finalists praised the advert's quirky cityscape imagery – the well-known

buildings help to give the impression of a global firm and a potential international career. The distinctive colour scheme grabs the reader's attention and the advert's well-written text provides graduate job hunters with an effective summary of what is on offer at the firm.

Advert produced by AIA



GRADUATE RECRUITMENT SOCIAL MEDIA



The eye-catching, exciting imagery used on the Facebook page conveys a very challenging and active career. Job hunters praised the level of audience interaction on the page and felt the

Royal Navy has achieved an excellent balance between informality and professionalism.

Produced in-house and by Dataforce



THE TIMES GRADUATE RECRUITMENT AWARDS 2014

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