

A record **20,102 finalists**  
from the **Class of 2017**  
at the country's top thirty  
universities 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 2017

## Introducing the Awards

The **Times Graduate Recruitment Awards**, now in their twentieth 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 UK universities looking for a graduate job in 2017.

## How the Awards are Researched

There are three categories of awards, each researched during the 2016-2017 graduate recruitment season.

The '**Graduate Employers of Choice 2017**' were identified from face-to-face interviews with **20,102 final year students** during February 2017. 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 2017**' award, all 20,102 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.

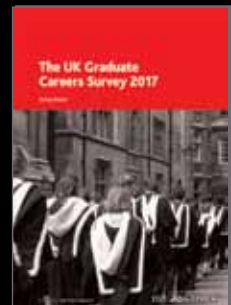
The final awards, for the best **graduate recruitment website, brochure, advertising and social media** were judged by on-campus research groups held with finalists across the UK. Over **1,000 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online 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 2017*.

Launched in 1995, the survey has now been conducted annually for more than two decades 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 2018 survey, contact **Sally Hyman, Survey Director** via [sally.hyman@highfliers.co.uk](mailto:sally.hyman@highfliers.co.uk)



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## Graduate Employer of the Year 2017



**pwc**

In an outstanding achievement, the accounting & professional services firm, **PwC**, has been named Britain's number one graduate employer in **The Times Top 100 Graduate Employers** for the 14th year running in 2017.

*The new edition of the Top 100 book & website will be launched on October 4th 2017.*



# Graduate Employers of Choice 2017

## ACCOUNTANCY



## HUMAN RESOURCES



## PUBLIC SECTOR



## CHARITY & VOLUNTARY WORK



## INVESTMENT BANKING

J.P.Morgan

## RESEARCH & DEVELOPMENT



## CONSULTING



## LAW

ALLEN & OVERY

## RETAILING

*John Lewis Partnership*

## ENGINEERING



## MARKETING



## SALES



## FINANCE



## MEDIA



## TECHNOLOGY

Google

## GENERAL MANAGEMENT



## PROPERTY



## TRANSPORT & LOGISTICS



# Best Graduate Recruitment Marketing in 2016-2017

## GRADUATE RECRUITMENT WEBSITE

LLOYDS  
BANKING  
GROUP



This site's bright design, attractive colour palette and high degree of interaction were key to the success of this well-structured, elegant website.

Students were impressed with the clarity of information and straightforward navigation on the site, showcasing the bank's different graduate opportunities.

*Website produced by MSLGROUP*



## GRADUATE RECRUITMENT BROCHURE

# Weil

This unusual-sized brochure proved popular with student job hunters for its sophisticated imagery and its glossy, high-quality finish.

Students appreciated the detailed information outlining the firm's business successes and its international reach, as well as the helpful guidance provided around Weil's recruitment process.

*Brochure produced by Hodes*



## GRADUATE RECRUITMENT ADVERT



This photograph of current, real-life events – cleverly viewed through the porthole of a ship – combined with a thought-provoking headline made a very strong impact on students.

They felt that the advert's focus on the humanitarian work carried out by the Royal Navy really emphasised how new graduates could make a difference to the lives of others.

*Advert produced by WCRS*



## GRADUATE RECRUITMENT SOCIAL MEDIA

LLOYDS  
BANKING  
GROUP



Plenty of interactivity, along with detailed information and varied content, made this Facebook page a real hit with job hunters.

The 'Meet Lloyds Employees' section, where students could ask questions and read discussions, was particularly popular with finalists.

*Facebook page produced by MSLGROUP*



THE  TIMES  
GRADUATE RECRUITMENT  
AWARDS 2017

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