

The SAGRA Awards 2013

Introducing the Awards

The SAGRA awards celebrate real and praiseworthy achievements of South Africa's leading graduate employers and tertiary institutions.

SAGRA Employer and Candidate Surveys

Each year, the outcome of several awards is determined by responses to either the SAGRA Employer Survey or the SAGRA Candidate Survey. These surveys are carried out on behalf of SAGRA by the UK based specialist graduate research company, High Fliers Research Ltd. Launched in 2010, the surveys are conducted on an annual basis to help SAGRA members review the success of their graduate campaigns and help plan their future recruitment programmes. Research took place from April to May 2013, using an online questionnaire for both surveys.

This year, from the results of the 2013 Employer Survey, awards were given for Best Career Fair 2013 and Best Career Service 2013.

The Candidate Survey is completed by graduates who have recently joined their respective company's graduate programme. These companies are current SAGRA members.

From this year's Candidate Survey, awards were given for Employer of Choice 2013 and Recruiter of the Year 2013.

The winners of this year's awards are as follows:

Best Career Fair 2013 – University of Cape Town



Best Career Service 2013 – University of Cape Town



Employer of Choice 2013 – PwC



Recruiter of the Year 2013 – Nicola Grammenopoulos, Mazars

SAGRA Awards

SAGRA hosted their biennial conference on November 28th and 29th this year, at Kievits Kroon Country Estate in Pretoria.

Typically, at each of these conferences, awards are given to those companies who have displayed excellence in certain elements of their graduate initiatives. Specifically, awards this year were given for Best Print Campaign, Best Digital Campaign and Best Integrated Campaign.

'Print' refers to any shape or form of hard copy marketing material used to attract graduate candidates, including, but not limited to, brochures, pamphlets, posters and other handout items.

"Digital" refers to all forms of digital elements of the company's graduate marketing campaign. These are generally accessible by all members of the general public, but

specifically used to target and attract graduate candidates. These can include, but are not limited to, external internet sites, social media sites (e.g. Facebook, Twitter, LinkedIn), virtual reality, email campaigns, teaser campaigns using QR codes, sms links, etc.

“Integrated” refers to targeted and cohesive marketing strategies, which extend beyond brochures, websites and other digital media forms. Examples include videos, direct marketing, competitions, events (photos), internet banner advertising, media coverage, exhibition materials, or any other media that formed part of the company’s overall graduate recruitment campaign.

In previous years, the outcome of the awards was determined by a judging panel. This year, all category winners were determined entirely by member votes. Entrants had the opportunity to upload images of their material for each of the awards via an online site linked to the SAGRA website. Once all the submissions were captured, SAGRA members were able to access this material and vote accordingly.

For all three awards, entrants were divided into two categories: companies recruiting up to 15 graduates and companies recruiting more than 15 graduates.

The winners of this year’s Print, Digital and Integrated Campaign awards are as follows:

Best Print Campaign – Companies Recruiting up to 15 Graduates

Gold – Routledge Modise Inc.



Silver – McKinsey & Company



Best Print Campaign – Companies Recruiting more than 15 Graduates

Gold – The Foschini Group (TFG)



Silver – Unilever



Bronze – TEACH South Africa



Best Digital Campaign – Companies recruiting up to 15 Graduates – NO ENTRIES

Best Digital Campaign – Companies recruiting more than 15 Graduates

Gold – FNB and Unilever



FNB
First National Bank



Silver – The Foschini Group (TFG)



Best Integrated Campaign – Companies recruiting up to 15 Graduates – NO ENTRIES

Best Integrated Campaign – Companies recruiting more than 15 Graduates

Gold – Accenture



Silver – RMB & Unilever



Well done and congratulations to all of our 2013 winners!