



# Gender Pay Gap Report

OMD Group Limited

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# 2020

# Introduction

Gender equality is critical for business success and it is a key frontier in the battle for diversity and inclusion.

To accelerate progress, the UK government passed the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017. This requires any company with over 250 employees to publish key statistics around gender differences in pay.

In this report we explain our gender pay gaps and provide insight around the key drivers of our statistics.

We know we have a lot of work to do before we can claim true gender equality at OMD Group UK, and some of the actions already in progress will take more time to affect these statistics.

We remain motivated and committed to action, and this report contains details of those commitments and our roadmap for change.

# Gender Pay Gap

## Key Definitions and Reporting Requirements

### What is the Gender Pay Gap and how is it measured?

This is the difference between average hourly rates between female and male employees, irrespective of role or seniority. It gives companies a metric by which to understand the demographics of their workforce. This is different from Equal Pay which is the legal requirement to pay two individuals the same for equal work.

The gender pay gap can be represented as a mean, which gives an overall indication of the gender pay gap by taking all hourly rates of pay and dividing by the total number of people in scope. It can also be represented as a median, which shows the difference in the midpoints of the ranges of hourly rates of pay for man and woman by ordering individual rates of pay from lowest to highest and comparing the middle values for men and women.

The figures we are required to publish around the gender pay gap include

- The percentage of men and women in each hourly pay quarter/quartile
- The mean (average) gender pay gap using hourly pay
- The median gender pay gap using hourly pay

### What is the Bonus Gap?

The bonus gap seeks to demonstrate the difference in average bonus pay that male and female employee receive across a year. This can again be calculated as a mean, dividing total bonuses paid to each gender by the number of people in scope. The median shows the difference in the midpoints of the ranges of bonus pay received by men and women.

The figures we are required to publish around the bonus gap include

- The percentage of men and women receiving bonus pay
- Mean (average) gender pay gap using bonus pay
- Median gender pay gap using bonus pay

### How is the data collected?

The legislation requires employers to analyse data for a period covering a particular “snapshot” day: 5<sup>th</sup> April 2020.

Calculations for the mean and median pay gap are based on hourly rates of pay during the period that includes 5 April 2020. Pay quartiles look at the proportion of men and women in four pay bands when we divide our workforce into four equal parts. Anyone who was on leave and in receipt of reduced pay for any reason is not included in the calculations for the pay gap and quartile statistics.

The mean and median bonus gap considers bonus pay received in the 12 months leading up to 5 April 2020. The bonus gaps are calculated only from those workers who received a bonus.

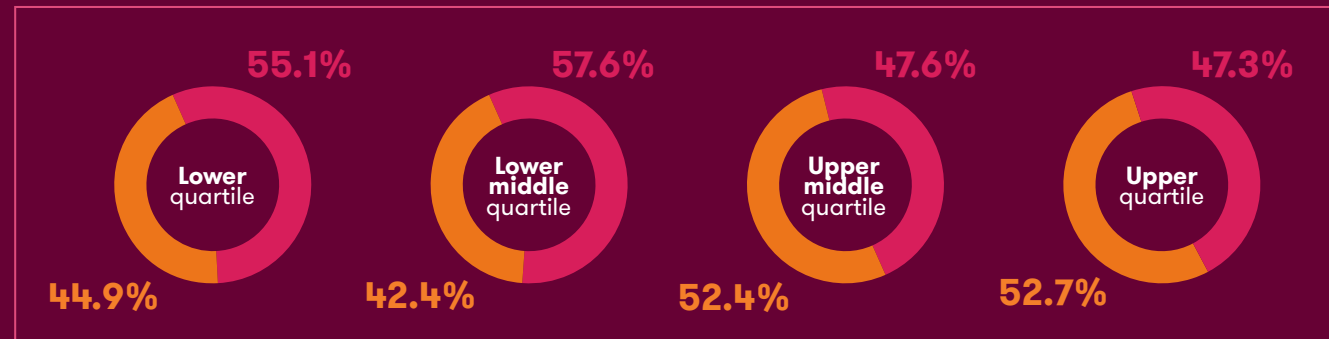
### A note on OMD Group

Figures for each legal entity with at least 250 employees on the snapshot date must be calculated and reported separately. The report for OMD Group Ltd includes both Manning Gottlieb OMD and OMD, because we all fall under the same employing entity.

# Gender Pay Gap Results

## The percentage of men and women in each hourly pay quarter/quartile

OMD Group Ltd



**Our workforce** composition skews slightly male in the upper middle and upper quartiles. This slight overrepresentation of men amongst our better paid roles explains our gender pay gaps.

**The Mean**  
(average) gender pay gap using hourly pay

8.5%

**The Median**  
gender pay gap using hourly pay

10.6%

### Key notes:

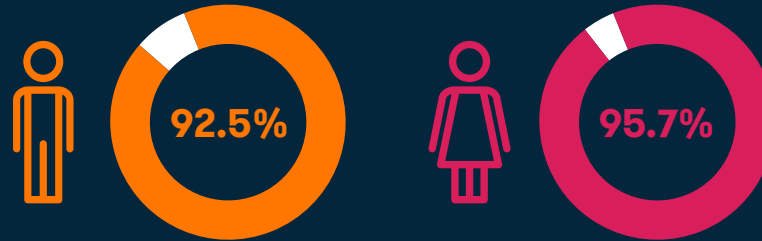
While these compare favourably to the national average gender pay gap (median gender pay gap of 15.5%), we have not seen the year on year progress we would like. We do not believe this is representative of the levels that can be achieved within our industry.

**Source: From the office of National Statistics, 2020 data:**

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/genderpaygapintheuk/2020#:~:text=The%20gender%20pay%20gap%20among,10%25%20for%20older%20age%20groups.>

# Bonus Gap

The percentage of men and women receiving bonus pay



For context, bonuses at OMD Group Ltd are awarded on a discretionary basis to reward personal contribution and do not make up a significant part of remuneration packages.

The Mean gap in bonus pay is:

32.2%

The Median gap in bonus pay is:

0%

We are happy to report that our median bonus pay gap is zero. This is reflective of the large number of both men and women receiving discretionary rewards of exactly the same amount. However, the mean bonus gap figure is higher. This is partly driven by the slight over-representation of men in the upper quartile of our company – as our better paid roles tend to be entitled to receive larger bonuses – and it reinforces the importance of ensuring female representation at this level. We are making efforts to close this gap and are holding ourselves accountable to achieving real and timely change.

# Commitment to Progress

We remain firmly committed to achieving progress against all metrics published in this report, and to **OMG UK's wider diversity and inclusion ambition:**

“We aim to lead the way in shaping a truly diverse and inclusive environment that reflects both Real Britain and the cities where we are based. Where everyone can bring their true selves to work, diverse voices and minority communities are valued, heard and well represented, and everyone is able to thrive in a culture of equality, inclusion and belonging”

**Dan Clays** CEO, OMG UK

We believe D&I is everyone's business, and so to achieve this we have three key areas of focus:

- 1. Leadership** structures with a shared collective commitment and accountability to drive and deliver our change mandate
- 2.** Tactics embedded in our policies and processes, aimed at addressing the root cause of these inequalities along the **talent** journey from arriving to thriving
- 3.** Support networks to ensure our colleagues have access to strong **communities** built around their specific and personal circumstances

# Commitment to Progress

## Our commitment to leadership in diversity

We have launched three change leadership structures, to help our businesses and our people engage with and enact change:

**Diversity & Inclusion Steering Group** includes all agency leadership who actively drive diversity and inclusion across the 8 key areas of focus for our business.

**Cross Agency Advisory Teams** created to support the key areas of diversity identified in the Omnicom census last year, each led by two Co-Chairs and supported by a sponsor from the OMG UK Board. We now have 84 people from across the business actively participating in our 8 Advisory Teams.

1. **OMG Women** are working across the group to improve gender balance at every level. Their priorities for 2021 are to provide coaching for women to progress into leadership and reverse mentoring to assist male colleagues in becoming allies in advocating for gender equality.
2. **OMG Multicultural** are focussed on fostering an organisational culture where people of all ethnicities feel they are valued. Their focus for 2021 is improving racial literacy and increasing the ethnic diversity of leadership through the multicultural sponsorship initiative
3. **OMG LGBTQ+** will be sourcing training to help increase understanding of how to be inclusive of LGBTQ+ colleagues.
4. **OMG MINDS** exists as a point of contact and support for employees and managers. Team members have created resources to arm all employees with the tools to help themselves and others.
5. **OMG Disability** are working to ensure policies and procedures are disability inclusive and are committed to achieving Disability Confident Leader accreditation.
6. **OMG Working Parents** have been sharing resources alongside fostering an empathetic environment in support of colleagues who have had to balance increased caring and parental responsibilities during the pandemic.
7. **OMG Socio economic** are working with community and charity partners to address constraints that exclude people from lower socio-economic backgrounds being able to access our industry and thrive in their career once they are here.
8. **OMG Age Positive** are addressing age bias against older and younger colleagues within our industry and have challenged some industry practices such as awards excluding those outside of a particular age bracket.

**Agency-level taskforces.** Comprising volunteers across the business who look to deliver tangible change across the 8 priorities, within each agency. The Gender Taskforce is focused on delivering education and initiatives that remove gender-based barriers to career success and personal wellbeing in the workplace, so that self-defining women and non-binary people can thrive.

# Commitment to Progress

## Our commitment to our talent

We have mapped our talent journey to identify and remove sources of inequality. We want to increase female representation within the workforce, ensuring that they feel included and are developed into more senior positions. This is key to reducing the gender pay gap. Actions we have taken to date include:

- **Attraction.** We have piloted CV-less recruitment and other platforms which reduce bias in selection. We have reviewed hiring materials to remove gender bias. We continue to hire from more diverse talent pools, through partnerships with new organisations and specialist recruitment agencies.
- **Inclusion.** Alongside the ongoing education and initiatives from the gender taskforce, we're also supporting our staff at an organisational level by continually gathering insight via a listening programme that includes our quarterly survey OMG Voices. We are also delivering training in areas such as unconscious bias, managing for inclusion, valuing difference, and allyship.
- **Development.** This is directly linked to creating more female representation at senior levels, and is therefore a key area for continuous improvement, from supplying inspiration to removing barriers. Activities include programmes around role models and mentoring sponsorship, workplace wellbeing initiatives, including those felt acutely by women through fertility challenges, miscarriage, and menopause. As well as a specific focus on alleviating issues associated with being a working parent – for example enhanced maternity and paternity pay policies and more flexible working practices.



# Commitment to Progress

## Our commitment to supporting communities

We continue to invest resources into our flagship communities, celebrating and supporting women in Omnicom, as well as other intersectional groups.



### OMNIWOMEN UK + ALLIES

Founded in 2014, OMNIWOMEN UK + ALLIES is dedicated to promoting networking and career opportunities for, and developing the skills of, Omnicom's future female leaders. There are chapters all over the world, including New York, China, the UK, and Germany, to name a few.



### OPEN PRIDE UK + ALLIES

Founded in 2016, OPEN Pride UK + ALLIES promote awareness, acceptance, and advocacy by creating opportunities for leadership, visibility, community involvement, networking, and business. Through its global chapters, OPEN Pride works to foster an inclusive and engaging work environment for Omnicom's LGBTQ+ community and its allies.



### OPEN DISABILITY UK + ALLIES

OPEN Disability, founded in 2019, drives inclusion, visibility, and awareness of people with physical, cognitive, and learning disabilities or long-term illnesses. OPEN Disability works to promote understanding of the value of people with disabilities (both visible and invisible) and to drive community between and representation of people with disabilities within our workforce and outputs. Our UK chapter is the first global chapter.



### OMG MINDS

OMG Minds exists as a point of contact and support for employees and managers. The group aims to promote wellbeing, through an open and collaborative work culture and encouraging people to talk about their mental fitness. Team members are working to create resources to arm all employees with the tools to help themselves and others. The team also includes several trained mental health first aiders.

# Conclusion

We recognise that gender pay equality is a complex journey. Some of the drivers of the gender pay gap require an ongoing and concerted programme of effort before positive and sustained change can be seen. Nevertheless, we believe that that change is critical to ensuring the highest possible performance of OMD Group UK for both our talent and our clients. We have already put in place infrastructure, policy, and support to create progress through the group, and we remain committed to continuous improvement against these metrics and others in the future.

# Declaration

I confirm that our data has been calculated according to the requirements of the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.



**Laura Fenton**, CEO OMD UK



**Natalie Bell**, CEO MG OMD