



# 2021 Gender Pay Gap Report

OMD EMEA





**GUY MARKS**  
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*Guy*

It's now been just over two years since the pandemic began and we began navigating working from home, then not working from home, in a lockdown, half-lockdown, navigating new offices, flexible working and "Teams fatigue". We have had to find new ways to connect with each other, and our clients.

This period has prompted a lot of us to reconsider our priorities and ensure we have a healthy balance in our lives. We learnt to take the time to look after ourselves, both mentally and physically, when our established routines were removed. The conversation has shifted in a positive way, with a focus on flexibility to make sure that we have time for our friends, families and ourselves.

This growing desire for a flexible approach to how and where we work should be embraced. For many people, work no longer needs to be fixed to a location, instead it's something that could be delivered from almost anywhere.

At OMD EMEA, we both understand and encourage this shift in approach. We are enjoying the time spent with each other in the office, and the flexibility of the time spent working remotely; to focus on our concentrated work or manage our time alongside personal commitments.

The purpose of the gender pay gap report is to outline our progress on closing the gap within our company. The pandemic has, across the board, been seen to slow progression across all areas of DEI, but we have worked hard to counter this impact at OMD EMEA. This report will show that we are moving in the right direction: our mean pay gap is now over half the level it was when we started reporting 5 years ago, but there is still work to be done. This is why we have set ourselves a target of reducing our mean and median gender pay gaps by 10% by 2026, compared to 2021 levels.

Our commitment to DEI, or diversity inclusion & belonging as we call it at OMD EMEA, continues to be a top priority as you will know from our "We're all in" approach, and the work spearheaded by Team RED, to ensure everyone has a voice and a sense of belonging at our agency. We commit to continuing to track progress, reporting transparently, and reconsidering every open role to ensure we are putting inclusion at the heart of our business.

Both our historical business success and our future success are defined by our talent, I am incredibly proud of the community we have built together, and I know we have everyone's support in continuing our DEI journey. I am excited by the prospect of what we can achieve together as we continue to evolve our talent and our business for the future.

The information in this report is accurate and has been prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017. The information in this report is accurate and has been prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

# INTRODUCTION

This report sets out OMD EMEA's latest reportable gender pay gap statistics based on data from April 2021. We explain our statistics and our progress over the past five years of reporting. We also provide details on what we have been doing to drive down our gaps and explain the impact that our diversity initiatives are having.

Our commitment and focus on driving positive change is:

- Developing diverse recruitment practices so that we can tap all talent pools
- Identifying female talent and ensuring they can meet their career potential
- Ensuring our culture is one in which all working parents can thrive and we can retain our talent
- Celebrating diversity within our business
- Listening to our staff so that we can continue to introduce targeted initiatives that will help reduce the gender pay gap



## WHAT IS THE GENDER PAY GAP?

Gender pay is not the same as equal pay. Equal pay is the requirement for men and women to be paid the same for doing work of equal value. We are confident that equal pay is not an issue at OMD EMEA.

Gender pay is very different. It is the statistical analysis of overall pay of men and women, without taking into account their role or seniority with the organisation. Gender pay gaps usually arise because of the demographic imbalance in a workforce.

## MEAN AND MEDIAN GENDER PAY GAP

The mean gender pay (or bonus) gap is the difference in mean hourly rates (or bonuses) that male and female employees receive. The median gender pay (or bonus) gap shows the difference in the midpoints of the ranges of hourly rates of pay (or bonus) for men and women by ordering individual rates of pay (or bonus) from lowest to highest and comparing the middle value. Mean values are affected by outliers (such as people at the very top of the business), but median values are not. Both figures can be useful in different ways in identifying gender representation within an organisation.

## PROPORTION OF MALES AND FEMALES BY PAY QUARTILE

This is the percentage of male and female employees in four quartile pay bands, (dividing our workforce into four equal parts).

# OUR GENDER PAY GAP

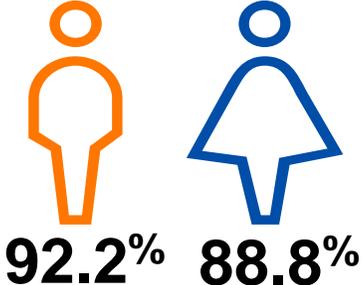


We report below our gender pay gap figures as of 5 April 2021

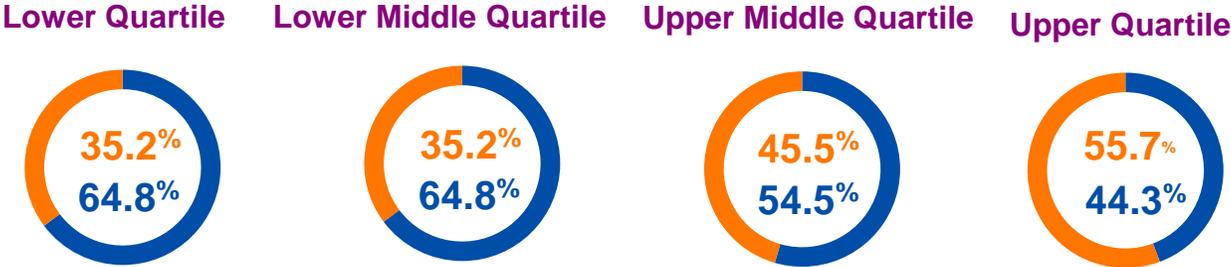
**Pay and Bonus Gap** - Difference Between **Women** and **Men**

|         | Mean  | Median |           | Mean  | Median |
|---------|-------|--------|-----------|-------|--------|
| Pay gap | 16.6% | 26.0%  | Bonus Pay | 25.2% | 0.0%   |

## Proportion of Employees Receiving a Bonus



## Proportion of Employees in Each Quartile



# OUR FIGURES EXPLAINED

We are pleased that our mean gender pay gap has fallen over the **past five years of gender pay gap reporting – down from 35% to 16.6%**. This reflects the fact that we have been able to attract, promote, and retain much more women into the very highest levels of the business.

In 2020 we set ourselves an ambitious target – **by 2022, 50% of those in Senior Leadership roles (Executive Director or above) would be women**. We are very close to hitting this target: in April 2021, 48% of roles are held by women, compared to just 35% in April 2017.

We will keep working to ensure we are attracting and retaining women into senior roles. We have had some good success with this. Generally, across all levels at OMD EMEA, around **59% of all promotions were awarded to women**.

We are pleased that our workplace is becoming more balanced. We have a strong pipeline of female talent at OMD EMEA and believe that our leadership and mentoring initiatives will help more women to progress to senior roles within the business.



## OUR COMMITMENT

We are committed to taking the action needed to reduce our gaps and eliminate them in the long term.

We know that the gaps can only be eliminated through sustained long term efforts, and we are committed to taking the action that is needed.

### We have a commitment to:

- Build equality for all genders in the agency promoting equal opportunity regardless of gender identity
- Increase senior leadership roles held by women from 35% in 2017 to 50% by 2022
- Improve on GPG reporting each year to reduce the gap further



# TRENDS OVER THE LAST FIVE YEARS

|  | April 2017 | April 2018 | April 2019 | April 2020 | April 2021 |
|--|------------|------------|------------|------------|------------|
| <b>Mean gender pay gap</b>                   | 35.0%      | 26.9%      | 22.3%      | 22.4%      | 16.6%      |
| <b>Median gender pay gap</b>                 | 28.0%      | 20.8%      | 22.0%      | 27.3%      | 26.0%      |
| <b>Mean bonus gap</b>                        | 52.0%      | -0.3%      | -8.0%      | 20.0%      | 25.2%      |
| <b>Median bonus gap</b>                      | 35.0%      | 30.0%      | 35.0%      | 50.0%      | 0.0%       |
| <b>Proportion of men receiving a bonus</b>   | 44.0%      | 33.9%      | 21.3%      | 20.0%      | 92.2%      |
| <b>Proportion of women receiving a bonus</b> | 31.0%      | 24.4%      | 14.9%      | 19.8%      | 88.8%      |
| <b>Lower quartile (percentage women)</b>     | 73.2%      | 69.3%      | 67.1%      | 63.0%      | 64.8%      |
| <b>Lower-mid quartile (percentage women)</b> | 62.0%      | 60.0%      | 59.6%      | 65.2%      | 64.8%      |
| <b>Upper-mid quartile (percentage women)</b> | 56.3%      | 58.7%      | 52.8%      | 48.9%      | 54.5%      |
| <b>Upper quartile (percentage women)</b>     | 34.3%      | 41.9%      | 42.7%      | 39.1%      | 44.3%      |

## OUR COMMITMENT OVER THE YEARS

We are proud to see that **the mean pay gap is now over half**– this demonstrates our progress to trying to achieve greater gender equality.

Similarly, **the proportion of women in the top quartile is now 44.3%** - the highest we have seen since we started reporting in 2017.

Bonus gaps also don't take into account pro rating – part time workers will get reduced bonuses because of their reduced hours, but hours aren't taken into account in the bonus gap calculations. If bonus gaps did take this into account, our mean gaps in 2021 would be much lower at **7.5%**.

# OUR ACTIONS

## What we are doing

Since our last reporting of our gender pay gap, we have actioned the following changes as part of our long term commitment to improve our figures.

### Promotion and progression

- We have fast tracked high performers through quarterly appraisals. We have also set a target of reducing both our mean and median gender pay gaps by 10% by 2026, compared to 2021 levels.
- We have restructured the agency with new Agency Partners. We have appointed people into Team Lead roles, including new Business Transformation Managing Partner roles. These roles will be diversity champions, ensuring we make rebalancing underrepresentation a business priority.
- We have continued to promote across the agency with over 100 promotions.
- We have continued our commitment to increase diversity in senior leadership roles and ensure a 50/50 split for Head of roles and above.
- We've invested in more female leadership training, through our global Omniwomen programme.

### Opinion and involvement

- We have established a Gender Employee Resource Group (GERG) to champion gender-inclusivity in our culture. The GERG is made up of individuals from across the agency

### Recruitment

- We have partnered with external job boards to attract more diverse talent. This is established through **Applied** Application Tracking System for blind hiring; and we're advertising on diverse job boards including **Vercida** (partner companies commit to values around Equality, Respect, Culture, Inclusivity, Diversity and Accessibility); **MyGwork** (community for LGBT+ professionals) and **Evenbreak** (focus on disability community)
- We have agreed on a more diverse interview panel to include gender neutral and inclusive language on all job descriptions; a female leader to be on 2<sup>nd</sup> and 3<sup>rd</sup> stage interviews
- Our aim is to ensure a 50/50 gender split and 30% multicultural at the first round of applications, if the system allows us to.
- All final offers will then be agreed and signed off by the Leadership Team.
- We are raising awareness on social media as part of a campaign for Diversity, Inclusion and Belonging for all recruitment activities.

## OMNIWOMEN + ALLIES

Founded in 2014, Omniwomen + 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! The Omniwomen initiative has put on industry talks and workshops, including speed mentoring and a session on developing your own personal leadership style.

We have taken part in a number of Omniwomen events including Speed Mentoring and Imposter Syndrome, which are interactive seminars on how women can achieve their full potential.

This network encourages an atmosphere where women can bring their own individual skills and character to the business and become our future leaders.

