

# **GENDER PAY GAP REPORT 2023**

**OMG**

# INTRODUCTION

Our DEI vision at Omnicom Media Group UK (OMG UK) is to be an agency group where difference is valued and everyone can thrive in a culture of equality, inclusion and belonging. We are committed to creating an environment that reflects today's society where each individual is able to bring their true selves to work and where diverse voices and backgrounds are valued, heard and well represented. We know that when we get this right, it benefits not only our people, but our clients, business partners and the wider industry.



# WHAT IS THE GENDER PAY GAP?

The gender pay gap shows the difference in the average pay between all men and women in a workforce. Under legislation that came into force in April 2017, UK employers with more than 250 employees are required to publish their gender pay gap. OMG UK's eligible payroll headcount, as a snapshot on 5th April 2023, covered 252 employees.

## IS IT THE SAME AS EQUAL PAY?

No, Equal Pay is a legal requirement that has been in place since 1970 to pay men and women equally for work of equal value, whilst the Gender Pay Gap looks at the differences in overall pay of men and women, not taking into account their roles or seniority.

## WHAT IS REPORTED?

- Mean gender pay gap
- Median gender pay gap
- Mean bonus gap
- Median bonus gap
- Proportion of male and female employees receiving a bonus payment
- Proportion of males and females when divided into four groups ordered from lowest to highest pay (quartiles) at snapshot date

## WHAT IS THE MEDIAN?

The median gender pay gap shows the difference in the midpoints of the ranges of hourly rates of pay for men and women by ordering individual rates of pay by gender from lowest to highest and comparing the middle value.

## WHAT IS THE MEAN?

The mean is calculated by adding all the hourly rates of pay earned by gender and dividing this total by the total number of each gender in scope, then comparing mean female pay against mean male pay.

## WHAT IS A QUARTILE?

Pay quartiles split all employees into four even groups according to their level of pay. Looking at the proportion of men and women in each quartile gives an indication of the gender representation at different levels of OMG UK.

# WHAT IS THE GENDER PAY GAP?

## WHO IS INCLUDED IN OUR REPORTING AND WHAT IS THE SNAPSHOT DATE?

We follow the legislative requirements of reporting and includes all employees and workers on payroll as 5th April 2023 (the snapshot date), at OMG UK, but excludes any employee on reduced pay i.e. maternity, sick pay or other adjusted pay.

Next year's reporting snapshot date will be 5th April 2024.

Please note the data reported includes all OMG UK employees but does not include the data from our individual agencies (MG OMD, PHD UK, OMD UK, Hearts & Science, Drum). If these agencies meet the criteria for reporting, they will report individually.

## WHAT PERIOD ARE THE BONUS GAPS CALCULATED OVER?

Bonus gaps are calculated over the 12 months leading up to the snapshot date. The period covered in this report is 6th April 2022 – 5th April 2023.



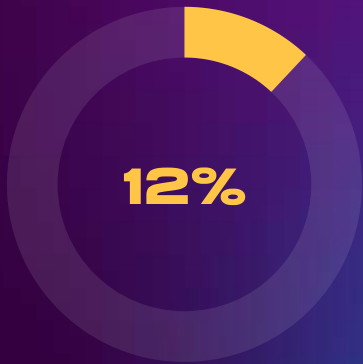
# THERE'S LOTS OF MATHS: WHICH FIGURE IS MOST COMMONLY USED AND QUOTED?

In this report the data is defined in terms of median and mean. Generally, the median figure is the more representative figure, and this is the figure used by the Office of National Statistics (ONS). This is because the median is not skewed or affected by extreme values. According to ONS, the 2023 UK national median gender pay gap is 14.3% and the UK mean gender pay gap is 13.2%.



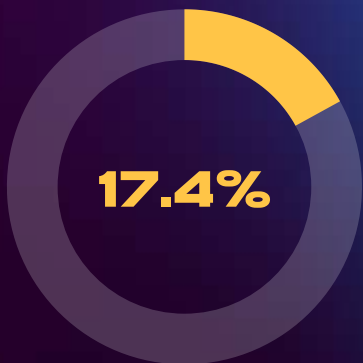
# PAY GAP

## WHAT IS THE MEDIAN FIGURE AT OMG UK?



OMG UK's 2023 median gender pay gap is 12%.

## WHAT IS THE MEAN FIGURE AT OMG UK?



OMG UK's 2023 mean gender pay gap is 17.4%.

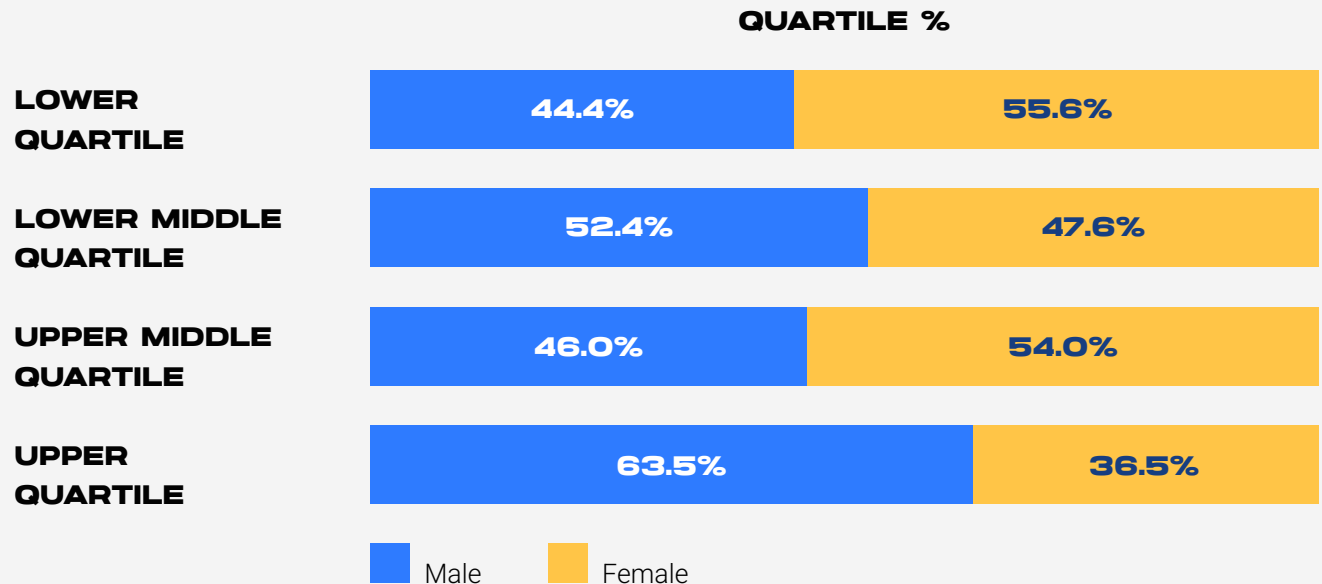
## WHY IS THERE A DIFFERENCE BETWEEN MEAN AND MEDIAN GENDER PAY GAP FIGURES?

Our workforce at a total level is well balanced from a gender perspective with 48.4% female. This is why our median pay gap is lower. However, our upper quartile, which contains our highest earners, is skewed towards men (63.5% men and 36.5% women) which pushes the mean gap up.

You can see the breakdown of gender by quartile below.

## HOW DOES OUR GENDER REPRESENTATION DIFFER ACROSS EACH QUARTILE?

The four quartiles as portion of male and female for OMG UK is:



# BONUS

## WHAT IS INCLUDED AS A BONUS?



**REFERRAL/  
RECRUITMENT BONUS**



**RETURN TO WORK BONUS  
POST FAMILY LEAVE**



**BABY BONUS**



**CHRISTMAS  
VOUCHERS**



**ANNUAL  
BONUS**

At the discretion of the agency leadership, an annual performance related bonus may be given to senior level individuals. These are awarded on a discretionary basis.

## WHAT IS THE PERCENTAGE OF MEN AND WOMEN RECEIVING SOME FORM OF BONUS PAY?

**MALE**

**93.1%**



**FEMALE**

**86.7%**



## WHAT IS THE MEDIAN BONUS GAP AT OMG UK?

**MEDIAN BONUS GAP**

**0%**

Our median bonus gap is 0%. This is reflective of the substantial number of both men and women receiving discretionary rewards of the same amount.

## WHAT IS THE MEAN BONUS GAP AT OMG UK?

**MEAN BONUS GAP**

**79.2%**

Our mean bonus gap is 79.2%. This is because there are a small number of senior men who are entitled to large discretionary bonuses.

# WORKING TO CLOSE THE GAP

## **We are committed to continue building on the initiatives we have in place in our drive to create an equitable environment throughout the employee life cycle:**

- As a diverse and inclusive employer, we are committed to appointing the right person for the role, regardless of their gender or other factors. This includes understanding and valuing our candidate's life experiences and how this enriches their ability to do the role.
- We provide monthly workshops for hiring line managers, focusing on how to run an inclusive interview process. Sessions encourage active participation on topics including writing inclusive job adverts, hiring for disability & neurodiversity and inclusive interview skills as well as identifying and overcoming different types of bias and decoding language.
- Although the Gender Pay Gap does not provide any insight into Equal Pay (the legal obligation to pay men and women equally for work of equal value) our OMG UK People Team benchmark all salaries bi-annually, enabling us to identify and address gaps where appropriate.
- We run regular DE&I educational workshops, including our Inclusive Behaviours programme for all employees.
- We have nine Advisory Groups that are instrumental in creating a truly inclusive environment at OMG UK, including OMG Women and our Working Parents Group who offer support and education for all women and allies across OMG through events, workshops and regular opportunities to share experiences.
- In 2023 we launched an OMG-wide mentoring programme which has been created with inclusivity in mind - mentees are able to request a mentor match based on specific intersections/communities (such as ethnicity/multicultural, disability or LGBTQ+) or experiences (such as working parent, a carer).



# WORKING TO CLOSE THE GAP

- Omniwomen, an Omnicom-wide employee resource group, serves as a catalyst for increasing the influence and number of women leaders throughout the Omnicom network. In the UK, one of the key initiatives every year is the Omniwomen + Allies event aimed at supporting and inspiring our future leaders.
- We give additional benefits for parents through enhanced Maternity, Adoption, Surrogacy, Shared Parental Leave and Paternity financial packages, including return to work bonus and flexible working options.
- We have created Reboot: Return to Work – a structured return to work programme for those returning from maternity, adoption, surrogacy or shared parental leave.
- We continue to evolve our policies to reflect our employee's needs. Policies include Fertility & Trying to Conceive, Miscarriage & Pregnancy Loss, Menopause (including free access to the Bupa Menopause Plan), Supporting Carers and Time Off For Dependents.
- OMG UK has been fully agile since 2017 and we continue to explore smarter ways of working, whether this is core hours, 50:50 hybrid work/ office working, or working at our clients' business or with partners at their offices.
- We continue to actively support the industry's All In Actions designed to increase belonging and create a more inclusive industry, and we were one of the first agency groups to be awarded All In Champion status.

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I confirm that the statistics reported are accurate and have been calculated according to the requirements of the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.



**LAURA FENTON**

CEO Omnicom Media Group UK Limited

Dated 30 March 2024