

Gender pay gap report

2022

McCANN WORLDGROUP UK

Gender Pay Gap 2022

Our vision

To unleash the creative power of every employee.

Our mission

To attain, grow and retain the best, most diverse talent.

Our belief

Conscious inclusion will always be fundamental to achieving our vision to become the irrefutable leader in the business of creativity. As a globally integrated community that influences and shapes culture, our talent must reflect the marketplace we serve; simultaneously, our agencies must foster inclusive environments that unleash the creative power of our people and our work. This requires the conscious effort of everyone to unearth and engage the unique perspectives of our co-workers:

We have reduced our mean gender pay gap by **4.4%**
 Women's representation in our upper quartile is up by **22%**
 and women now represent **39%** of our upper quartile
 within the UK. We are also pleased to report the **same** proportion
 of men and women now receive a bonus.

“ Globally the network's enterprise-wide strategy and guiding philosophy of Conscious Inclusion, is supported with a comprehensive framework to guide and align the group's network-wide DE&I efforts. This includes the annual McCann Worldgroup global Day for Meaning event, a first-of its kind global change management model and global activation, designed to disrupt and shift daily behaviours and decisions that have traditionally been barriers to success.

Advertising has such an opportunity to be a force for change in inclusion and diversity, both within the industry and in our society and McCann Worldgroup specifically has an exceptional commitment to innovation in this field with a focus on driving rapid change in this business-critical area - in particular gender parity – and the on-going creation of a culture of conscious inclusion, both from within and for our clients.

We are making some progress in reducing our pay gap and are pleased to report that **we now have 39% of women in our upper quartile.**

We are taking proactive steps to address under-representation of women in executive roles and can already see the benefits of this targeted work. We're moving in the right direction, but I'd like to see us go further and I'm looking forward to seeing us increase the pace at which we implement the initiatives for next year. ”

**Bertille Calinaud, Regional Director,
 Diversity, Equity & Inclusion, Europe & UK, McCann Worldgroup.**



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Context for 2022 results and key milestones

From our 2022 data we can see that we are moving in the right direction when it comes to closing the gender pay gap at McCann Worldgroup in the UK.

We have reduced our mean gender pay gap by **4.4%**

Women's representation in our upper quartile is up by **22%** and women now represent **39%** of our upper quartile within the UK.

We are also pleased to report the **same** proportion of men and women now receive a bonus.

However, we know that there's still work to do to end the gender pay gap and for our initiatives to be truly impactful we need to increase the pace.

We are committed to reducing the pay gap in our agencies and have put many initiatives in place in 2022, and implemented the following actions to help us achieve this:

- Addressed the under-representation of women in executive roles by taking proactive steps and we can already see the benefits of this targeted work. Over the last year, Polly McMorro joined us as CEO for McCann London and Lucy Hudson was promoted to MD of McCann Demand within McCann Central.
- Focused on improving the under-representation of women in senior creative roles via a programme of events and targeted workshops for our community of creatives who identify as women.
- Launched the Margot Collective to ensure women's perspectives are embedded in our work. The female-led consulting team 'the Margot Collective,' harnesses the amazing female talent from around our UK network to create effective work that speaks to real women. The Margot Collective works with our offices to support them on existing briefs, new business opportunities and creative-driven work, handpicking members of The Margot Collective to offer new insight, research or creative provocations that may not have been considered.
- Continued our focus on developing women across the UK with our **Women into Leadership** mentoring programme and our **Leadership 2.0 initiative**. By targeting female cohorts, we have increased female representation in our upper quartile and ensured that we have begun effectively succession planning for future hires.
- Put our desire for conscious inclusion into impactful action by actively ensuring gender balance in our performance review process, and in our succession planning.
- Removed potential biases in our hiring processes by embedding tools such as blind CV candidate selection and gender balanced interview panels.

In terms of an action plan for the future we are committed to:

- Continuing to focus on redressing the under-representation of women in executive roles.
- Furthering our efforts to address the under-representation of women in senior creative roles via our mentoring initiative. As part of the scheme, participants receive the opportunity to work on a client brief while gaining intensive mentoring sessions from senior creatives, ensuring that women can gain the skills they need to progress into senior creative roles.
- Helping women develop supportive relationships with executives to expand both their personal and professional networks via our global 'Connect + Network' programme. 'Connect + Network' provides a means to exchange ideas and share perspectives and pairs mid-senior level, high performing women (*and other under-represented communities*) with global senior leaders across our network.
- Further expanding our 'Margot Collective' to harness our female talent and provide opportunities for career progression.
- Aligning our parental policies, benefits and salary sacrifice programmes (i.e. for nursery fees) across the agencies within McCann Worldgroup in the UK, and introducing new policies on miscarriage/stillbirth and infertility to better support women in the workplace.
- Developing an education programme on inclusive leadership for senior leaders, cascading it to all managers by the end of this year.
- Holding a Conscious Inclusion Summit with our leaders to identify key barriers to female attraction/progression and use this to identify and commit to tangible actions to drive change.

“ As a key member of the world’s most creatively effective agency network, McCann Worldgroup in the UK is made up of a highly diverse portfolio of premier clients and brands, united by a mission to help brands earn a meaningful role in people’s lives.

We believe, that to be successful at solving complex business and brand challenges, we have to embrace diverse perspectives and commit to gender parity.

Our people expect equitable, inclusive environments to bring and share their superpowers. And we have many conscious inclusion initiatives to support gender parity internally. Including our internal mentoring programme to support female creatives as they move towards leadership positions and our Margot Collective which ensures a strong female voice in the creation of work.

Designing diverse teams and promoting inclusive practices that foster conscious inclusion and mitigate biases are priorities for us. I’m proud of the work we’ve done, especially in working towards redressing the balance in our senior leadership positions. Conscious inclusion is, however, a daily challenge and there’s still work for us to do to close the gender pay gap. ”

**Fernando Fascioli, President UK & Europe.
Chairman Latin America.**



“ Our global conscious inclusion strategy is key to achieving our vision to become the #1 global creative solutions company. We are deeply committed to making the systemic and structural changes necessary to ensure employees, clients, and the consumers the agency’s clients serve, feel seen, heard, represented and respected and to continue to advance this foundational strategy across this key region and our global network to drive our progress and momentum even further. ”

**Singleton Beato, EVP, Global Chief Diversity,
Equity & Inclusion Officer, McCann Worldgroup.**

Client case studies

"WOMEN ARE EXPECTED TO JUST GET ON WITH THEIR PAIN"

We have found that 1 in 6 women* experience severe pain every day, yet their pain is consistently overlooked in research and dismissed due to ingrained gender biases. This often leaves their pain misunderstood and mistreated. If so, this is painful to hear.

At Nurofen, we've commissioned the **Gender Pain Gap Index Report** to track and help address the issue, and will share our learnings with the whole industry.

This is just the beginning. To see our full commitments visit nurofen.co.uk/see-my-pain or scan here:

SEE MY PAIN NUROFEN

*Nurofen Gender Pain Index Report 2022. Based on the manufacturer of Nurofen (Pfizer) data. For more on Gender Equality, visit www.nurofen.co.uk

OVER 1 IN 2 WOMEN FEEL THEIR PAIN WAS IGNORED OR DISMISSED BECAUSE OF THEIR GENDER*

At Nurofen, we've committed to making women's pain more visible and helping to close the Gender Pain Gap.

OUR COMMITMENTS:

- Gender-balanced clinical trials across our products
- Commissioning new research to better understand pain in women
- Investing in healthcare professional training to overcome gender bias
- Ensuring our innovation pipeline brings new and improved solutions for women's pain
- Tracking the Pain Gap annually to measure the issue, reporting progress and sharing our learnings with the industry

This is just the beginning. To see our full commitments visit nurofen.co.uk/see-my-pain or scan here:

SEE MY PAIN NUROFEN

*Nurofen Gender Pain Index Report 2022. Based on the manufacturer of Nurofen (Pfizer) data. For more on Gender Equality, visit www.nurofen.co.uk

Nurofen | See my pain

Our work on See My Pain, supported Nurofen's commitment to tackling the gender pain gap. Not just through words, but through implementing system-changing actions.

Actions like investing in new research grants to better understand and treat pain in women, like doubling down on gender-inclusive clinical trials across all product ranges and deploying unconscious bias training across their extensive doctor and pharmacist network.



Gender pay gap: How it is calculated

In accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017, businesses with over 250 employees must publish their gender pay gap information every year showing how large the pay gap is between men and women.

We are required to calculate the mean and median percentages across our male and female employees for both hourly rates of pay at the 4th April 2022 and for bonuses paid.

Mean

This is the sum of all the hourly rates combined, divided by the number of employees.

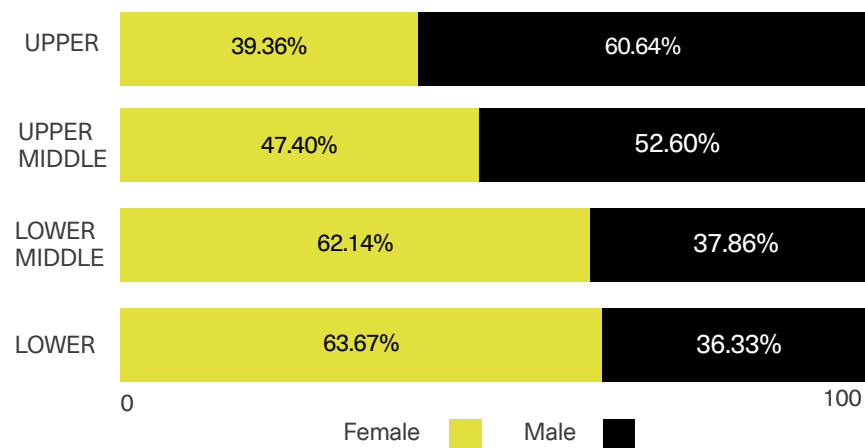
Median

This is worked out by putting all hourly rates in ascending order, then picking the midmost one.

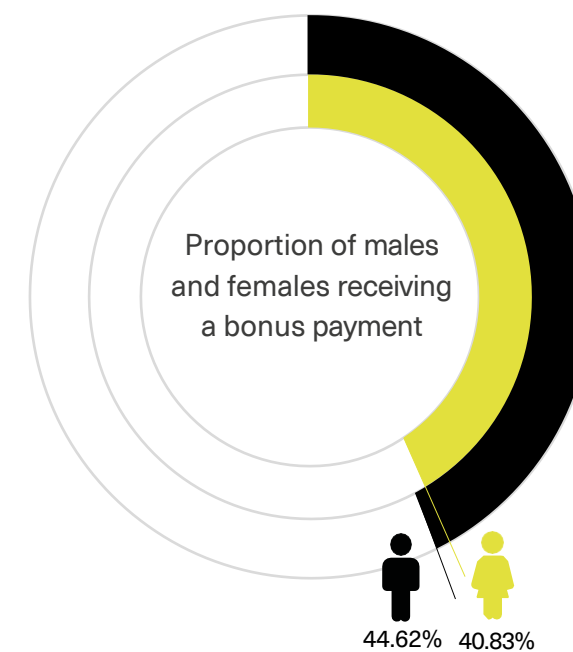
PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



BONUS PAY DIFFERENCE



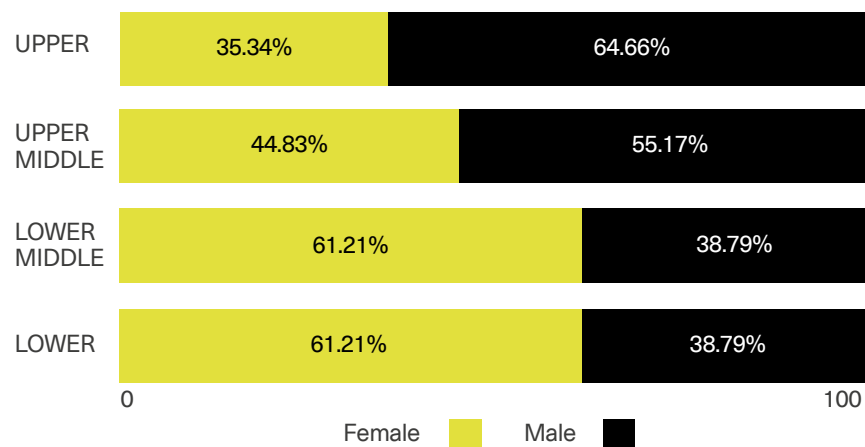
McCANN WORLDGROUP

*Representing McCann Central, McCann Erickson Advertising and McCann Manchester

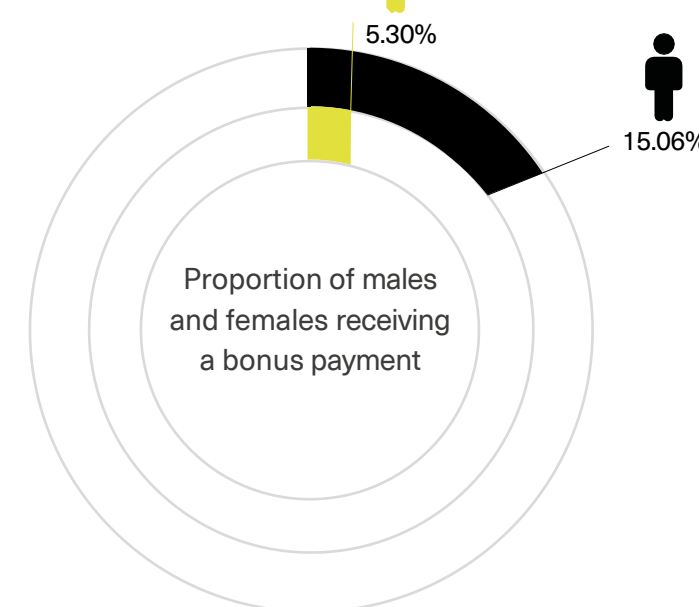
PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



BONUS PAY DIFFERENCE



McCANN CENTRAL