

# 2018 Gender Pay Gap Report

**OMD Group**



# INTRODUCTION

Under new legislation that came into force in April 2017, UK employers with more than 250 employees are required to publish their gender pay gap.

## WHAT IS THE GENDER PAY GAP?

The Gender Pay Gap looks at the overall pay of men and women, not considering their roles or seniority. This means that the Gender Pay Gap does not provide any insight into Equal Pay, which is the requirement to pay men and women equally for work of equal value.

At OMD Group Ltd we are continually working to ensure that all our staff are paid fairly for the work that they do. OMD Group Ltd is required to carry out gender pay reporting under the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

The report for OMD Group Ltd includes both Manning Gottlieb OMD and OMD, because we all fall under the same employing entity. We believe that by analysing our data we will be able to identify actions to help us improve our position further.

At OMD Group Ltd, we are committed to championing the influence of women in leadership as we understand that inclusion and diversity leads to greater business success.

## LEGISLATIVE REQUIREMENTS

- All UK companies with 250 or more employees on 5 April 2017 are required to publish specific gender pay information:
  - Mean and median gender pay gap
  - Mean and median gender bonus gap
  - Proportion of males and females receiving a bonus
  - Proportion of males and females by quartile pay band
- Figures for each legal entity with at least 250 employees on the snapshot date must be calculated and reported separately
- The mean and median gender pay gap is based on hourly rates of pay as at 5 April 2018
- The mean and median gender bonus gap considers bonus pay received in the 12 months leading up to 5 April 2018
- Pay quartiles look at the proportion of men and women in four pay bands when we divide our workforce into four equal parts

## DECLARATION

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

Tim Pearson, CEO MG OMD



Dan Clays, CEO OMD UK



# WHAT IS OUR GENDER PAY GAP AT OMD GROUP LTD?

The UK average Gender Pay Gap is 17.9%\* and we are proud to report that OMD Group Ltd gender pay gap is 7.24% which is 10.66% lower than the national average.

\*From the Office of National Statistics, 2018 data

## MEAN AND MEDIAN GENDER PAY GAP

The mean gender pay gap is the difference in average hourly rates of pay that male and female employees receive. This 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. 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 from lowest to highest and comparing the middle value.

We have more female employees than male employees, and the spread of men and women across our pay quartiles is quite consistent,

although there is a slight overrepresentation of men in the more senior positions.

The median figure is seen as the more representative figure, and this is the figure used by the Office of National Statistics. This is because the median is not skewed or affected by extreme values, such as very high or low paid outliers.

Overall, our median gender pay gap for hourly pay is 7.24%, so the median pay of men is slightly higher than the median pay of women.

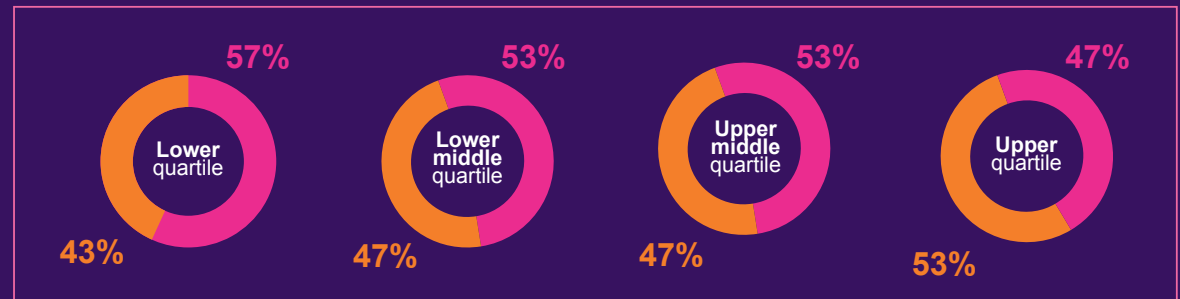
Mean Gender Pay Gap: **9.23%**

Median Gender Pay Gap: **7.24%**

## 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).

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## MEAN AND MEDIAN GENDER BONUS GAP

- The mean gender bonus gap is the difference in average bonus pay that male and female employees receive.
- The median gender bonus gap shows the difference in the midpoints of the ranges of bonus pay received by men and women. The bonus pay gap reported here is based on all bonuses paid in the 12 months before 5 April 2018, which was the FY17 bonus year. Bonuses paid from 5 April 2019 will not be reported until 2020.
- We are happy to report that our median bonus pay gap is zero. As we mention, this is generally considered to be the most representative figure. However, we do appreciate that the mean bonus gap figure is higher, with men being paid higher bonuses than women. That said, our mean bonus gap across OMD Group Ltd has reduced by 7% since our last publication so we are making efforts to close this gap further, but it will take some time before our ongoing commitment feeds into the data.
- For further context, bonuses at OMD Group Ltd are also awarded on a discretionary basis to reward personal contribution and do not make up a significant part of remuneration packages. This means that a large percentage does not necessarily equate to a large monetary value.

### MEAN AND MEDIAN GENDER BONUS GAP

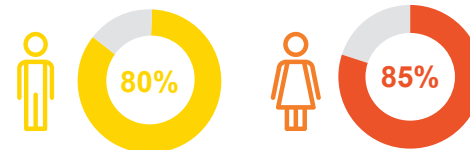
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Mean  
Gender Pay Gap:  
**40.44%**

Median  
Gender Pay Gap:  
**0%**

### PROPORTION OF EMPLOYEES RECEIVING A BONUS

#### OMD GROUP LTD



## WHAT ARE OMD GROUP LTD DOING TO ADDRESS THEIR GENDER PAY GAP?



As of January 1<sup>st</sup>, 2019, the enhanced maternity pay policy across OmnicomMediaGroup, UK has been improved upon, ensuring that eligible mothers who are absent from work on maternity leave are more favourably rewarded financially.



As part of OPEN (the Omnicom People Engagement Network), unconscious bias training is happening across OmnicomMediaGroup, UK with the aim to highlight and overcome the problem of unconscious bias. This is just one part of an ever-expanding focus on our D&I activities.



Across the board, OMD Group Ltd are moving to more flexible working practices and flexible working arrangements.

## OMNIWOMEN + ALLIES

To underscore our commitment to a gender inclusive environment, we are part of the **Omniwomen + Allies** initiative, which is now active in **8 countries**.

In the UK we have supported an Annual Summit since 2015, a forum where our future female leaders find inspiration and mentorship. Our goal with this event and its subsequent follow up sessions, known as “basecamps”, is to foster an environment where women feel they do not need to conform to “traditional” leadership stereotypes to be successful, but instead can be themselves, bringing their own leadership skills and attributes to our agencies.

Here at OMD Group Ltd, we have been very successful at cultivating an environment where women can succeed and become leaders and we are proud that our gender pay gap reflects this.



**WE BELIEVE IN PROGRAMMES AND INITIATIVES THAT ATTRACT THE BEST TALENT AND FOSTER A CULTURE THAT GIVES OUR PEOPLE THE OPPORTUNITY TO SUCCEED.**



### **THE OMNICOM PEOPLE ENGAGEMENT NETWORK (OPEN)**

The umbrella group for all official Omnicom ERGs and D&I activities. It's important to us that our people encompass diverse backgrounds, experiences and perspectives and so OPEN, and its respective groups, work to foster an inclusive and engaging work environment as well increase networking and business opportunities. Not only is this the right thing to do, but it encourages fresh ideas and thoughts that stimulate creativity and provide outstanding innovation. Manning Gottlieb OMD and OMD also now have one person that has 25% of their time dedicated to our D&I activities and both agencies also have their own agency-level taskforces committed to D&I.

### **WANT TO LEARN MORE?**

**Contact:**  
**Sam Phillips**, Chair, OPEN UK at  
[Sam.Phillips@omnicommediagroup.com](mailto:Sam.Phillips@omnicommediagroup.com)



### **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!

### **LOOKING TO GET INVOLVED?**

Contact this year's **co-Chairs of Omniwomen + Allies**  
[Victoria.Buchanan@tribalworldwide.co.uk](mailto:Victoria.Buchanan@tribalworldwide.co.uk)  
[Ali.Gee@fhflondon.co.uk](mailto:Ali.Gee@fhflondon.co.uk)



### **OPEN PRIDE**

Founded in 2016, OPEN Pride promotes 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.

### **WANT TO LEARN MORE?**

Contact this year's **co-Chairs of OPEN Pride UK**  
[Tim.Noblett@tbwa.com](mailto:Tim.Noblett@tbwa.com)  
[Nicole.Yost@porternovelli.co.uk](mailto:Nicole.Yost@porternovelli.co.uk)