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# ZenithOptimedia Ltd.

## Gender Pay Gap Report 2017





*Comment from Sue Frogley,  
Publicis Media UK CEO*

This is the first time all UK companies with 250 plus employees have been required by Government to publish gender pay gap data. It is an important move and one that I welcome as it will ensure all companies take faster and further action.

The Gender Pay Gap is the difference in average pay between men and women in an organisation.

It is important to note that the Gender Pay Gap is different from Equal Pay which is defined as “the right for men and women to be paid the same when doing the same, or equivalent, work” (Equality Act, 2010).

Within our organisation, men and women who do the same job, are paid the same. I am pleased to say that we also attract and have strong female representation right across our business. However as with the rest of the industry, the average pay gap is caused by fewer senior women than men at the most senior levels, where pay is also at its highest (as illustrated in Table 2).

We are making progress - in 2016 and 2017 we promoted 20% more women than men across Publicis Media and we have recently launched Women in Tech, a programme aimed at inspiring and educating future leaders in our company, by placing a spotlight on successful women in tech. However, there is more to be done.

To address this, and to drive greater inclusivity and diversity in general, we have committed to a series of initiatives including defined salary bandings, developing and promoting more women into senior leadership positions, considering all flexible working requests and transforming the workplace to introduce a more fulfilling work-life balance (see below for an explanation of our initiatives).

For 2019, we are working towards delivering one consolidated Publicis Media UK report that includes all our agency data from across Starcom, Zenith, Digitas, Spark Foundry, Blue449 and Performics.

It is the responsibility of all leaders, from across every industry sector, to accelerate change in the

workplace so that we operate in a world where there is opportunity, inclusivity and fairness for all.

After all, greater diversity I believe will stimulate growth and longer-term value creation for all businesses.

*ZenithOptimedia Ltd Gender Pay Gap results*

ZenithOptimedia Ltd's gender pay gap data for 2017 shows a median gap of 13.3%. The national median average is 18.4%. The mean pay gap is 21.9%.

In addition, average median bonus payments to men were 12.5% higher than bonuses paid to female colleagues. On a mean basis, the gap sits at 54.3%.

The percentage of men who receive a bonus is 42.0% compared to 37.7% of females.

Table 1

	Salary Pay Gap	Bonus Pay Gap
Median	13.3%	12.5%
Mean	21.9%	54.3%

Table 2

% Headcount M/F	Male	Female
Upper	60.3%	39.7%
Upper Middle	44.0%	56.0%
Lower Middle	36.2%	63.8%
Lower	42.2%	57.8%

Table 3

	Male	Female
% who received bonus	42.0%	37.7%

*Our Commitment (Closing the Gap)*

*Promotion*

In 2016 and 2017, we promoted 20% more women than men. We will strive to have a focused approach to managing our promotions and supporting our future female leaders move up through the organisation.

*Learning and development*

All our employees have access to approximately 300 courses and are encouraged to sign up and complete at least 24 hours worth of training a year. We pay particular attention to management and leadership

development which we believe is key in terms of enabling an inclusive and diverse environment. Key courses: mandatory unconscious bias training for all current and new employees, diversity and inclusion training, recruitment masterclass and assertive communications.

#### *VivaWomen!*

This is a group-wide initiative to connect, develop and empower women across the network.

#### *Women in Leadership*

We will shortly be launching a structured mentoring programme which aims to support and develop our high potential female leaders into senior positions.

#### *Recruitment*

We are an equal opportunities employer and we ensure that we explore diverse pools of talent for all our open positions. We have recently launched an Apprenticeship scheme aimed to include school leavers from diverse socioeconomic backgrounds.

#### *Defined salary bandings*

Across our organisation we have created salary bandings in order to achieve more parity and fairness within recruitment, promotion, and our pay review processes. We have also ceased the practice of asking candidates about their salary history to ensure we are awarding a fair salary aligned to the level of our roles.

#### *New maternity and shared parental scheme plus maternity coaching programme*

We have recently reviewed and rolled out a new maternity and shared parental leave policy which offers 16 weeks' of full pay to all employees with 12 months' service. In addition, we are rolling out a maternity coaching programme.

#### *Flexible working*

In 2018, we will be looking at new ways of flexible working. We are committed to giving every reasonable flexible request a go.

We will continue to push the boundaries, with most of our workforce currently mobile, and we will work to transform the definition of a workplace and introduce a fulfilling work-life blend.

#### *Women in Tech*

Our new initiative, Women In Tech, features sessions to both educate employees on emerging technologies and inspire women to encourage diversity in this field.

Our Women In Tech champions host these events, which focus on a single technology presented by one of the industry's female experts. Speakers also highlight their journey within the industry and offer advice in how to succeed as both tech specialists as well as women.



*Comment from Steve King,  
Executive Sponsor, Publicis  
Groupe UK | Global CEO,  
Publicis Media*

"Equality and equal opportunities are not just ambitions for the future of Publicis Groupe. It is something we work to make a reality, every day, for the good of our people and our clients."

Globally, our supervisory board is made up of equal numbers of women and men. In the UK, our agencies are focusing on progressing initiatives that will help achieve a better balance of gender at senior levels. We already have strong female leadership in Sue Frogley (UK CEO, Publicis Media), Kate Stanners (Chairwoman and Global CCO, Saatchi & Saatchi), Carol Miller-Repetto (CEO, PG One), Chaka Sobhani (CCO, Leo Burnett London), Karen Buchanan (Chairman, Publicis London / Chief Client Development Officer, Publicis UK), Jodie Stranger (Starcom UK Group CEO / President of Global Network Clients, EMEA) and Annette King, who will be joining us soon as CEO Publicis Groupe UK.

It is a start, but we are very aware that we still have a long way to go - as with many industries, the ratio of women to men decreases with seniority. We strongly believe in equality within the workplace and that our agencies and our industry would be more successful with men and women at all levels.

That's why our Diversity & Inclusion initiatives, led by Anne-Gabrielle Heilbronner, member of the Directoire and Groupe Secretary General, are an everyday priority for Publicis Groupe and our agencies. These initiatives, including VivaWomen! and the LGBT movement Égalité, encourage and celebrate diversity and inclusion in all of their forms."