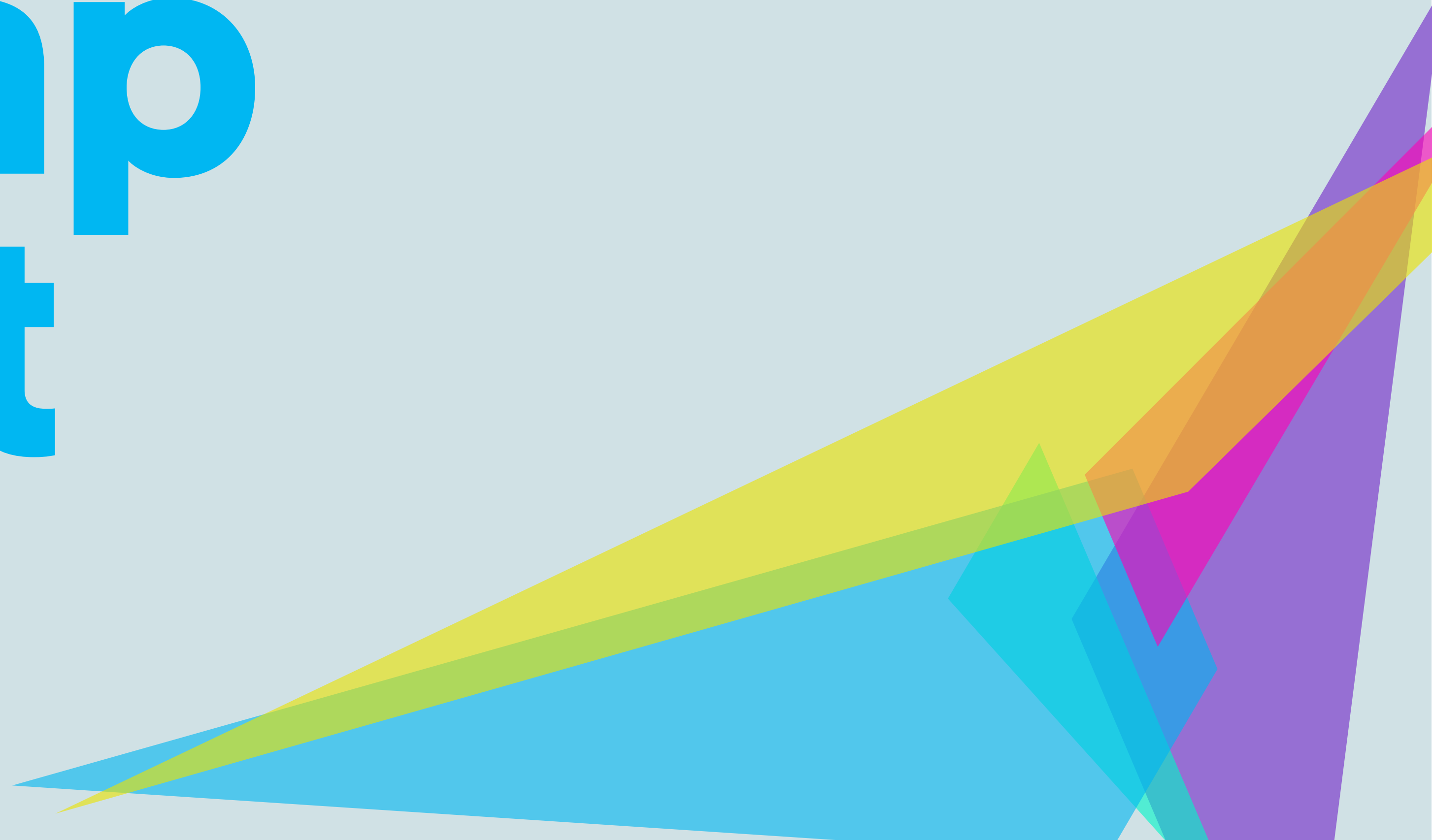


Gender Pay Gap Report

2024



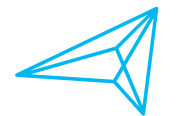


Message from agency CEO

“At Zenith, we're dedicated to making sure everyone has a fair shot at advancing their careers, whether that's through traditional development or non-linear opportunities. For the second year running, we've successfully reduced our gender pay gap, down 3% this year to 10.6%. But we're not stopping there; we're fully committed to continuing to close that gap by supporting women to grow their careers at Zenith, at every level. Gender equity is a top priority for us.”

Sannah Rogers

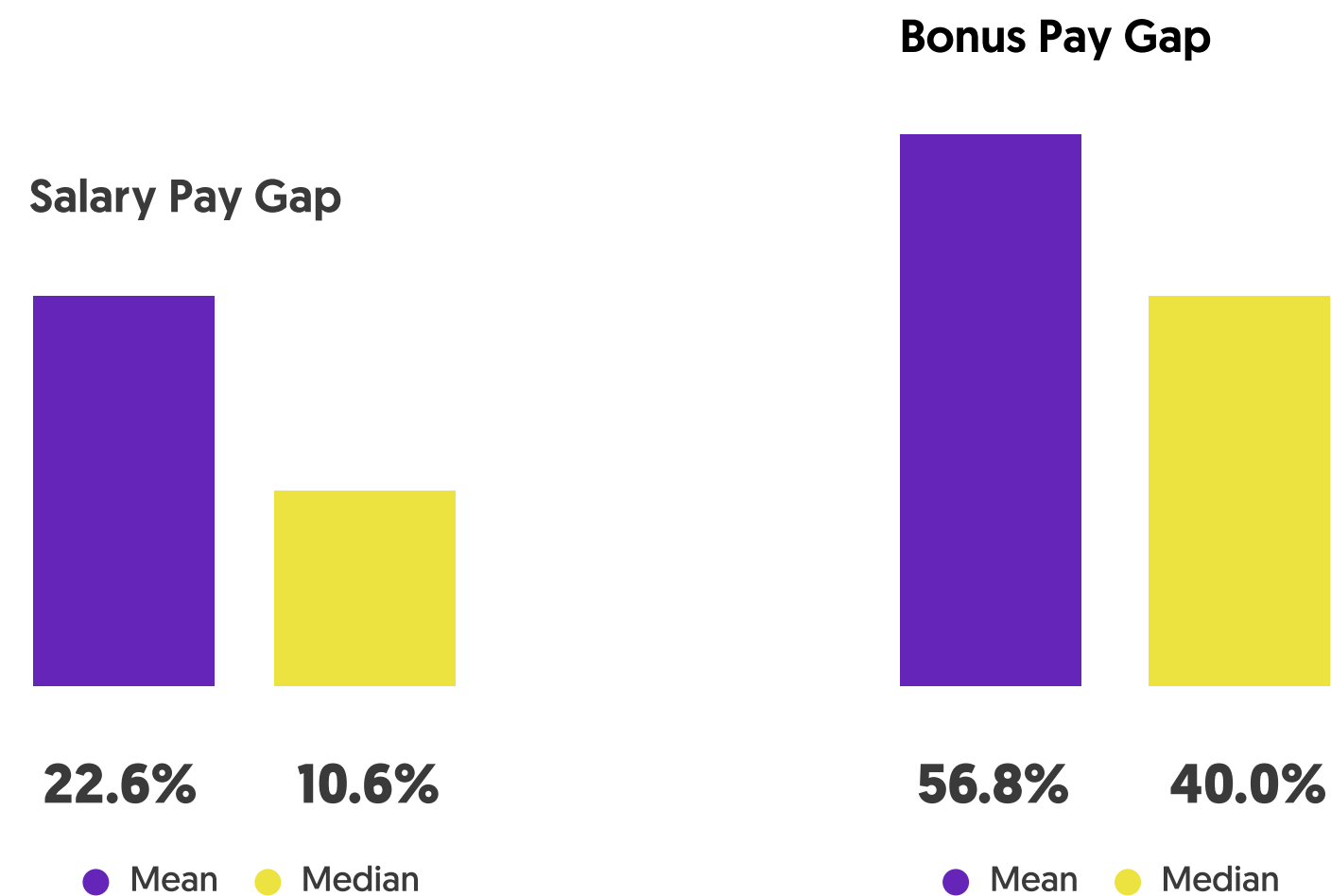
CEO of Zenith UK



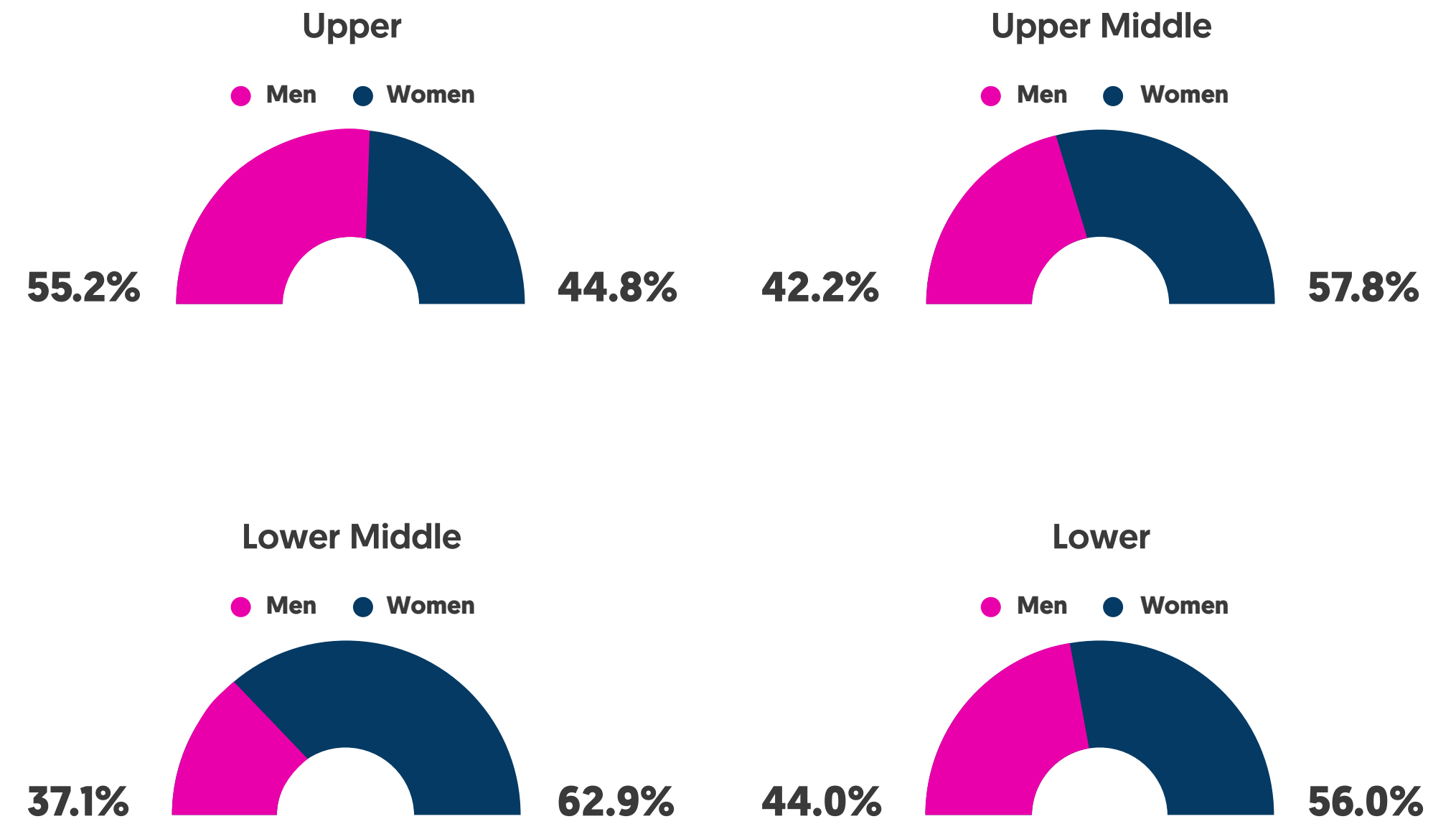
The Gender Pay Gap explanation and results

The gender pay gap is the difference in average pay between men and women in an organisation. Zenith UK (Media) Limited median Gender Pay Gap for 2024 is 10.6%. The 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]. The following has been calculated using the Government guideline calculations to determine our Gender Pay Gap for 2024.

Pay Gap



Percentage Men / Women



Bonus Percentage Received



What does our Gender Pay Gap data tell us?

Over the past year, we have reduced our median gender pay gap from 13.4% to 10.6%, indicating progress in closing the gender pay gap. In 2023-2024 we focused on key family and life stages policies to attract candidates from a more diverse pool of talent. We also created development and learning opportunities for our mid-level employees to ensure we are retaining key talent. This led to 82 employees moving into non-linear opportunities in the business.

Our bonus pay gap is bigger, in large part, due to male employees in leadership roles across Publicis Media UK sitting on the Zenith payroll.

Whilst the number of women in the upper middle and upper pay quartile have decreased slightly, we continue to inspire younger women to start their career at Zenith, with women making up 56% of our Early Careers population at the agency.

Our Mean Pay Gap has decreased from 25.2% to 22.6%.



Progress and our plan to close the Gap:

In 2023-2024, we created development and learning opportunities for our mid-level employees to ensure we are retaining key talent. This led to 82 employees moving into non-linear opportunities in the business, a focus for the agency that continued into 2024. We also continued our commitment to operating a seven hour working day, with 10am-4pm 'core office hours', meaning our employees can have flexibility around caring commitments and responsibilities.

We also focused on our life stages policies and programmes. Employees are now eligible for enhanced leave after six months with the agency (previously 12 months), which supports our employees taking maternity, paternity, adoption, second parent and shared parental leave. Within this policy and programme, we additionally offer leave and support for employees going through fertility treatment, egg freezing treatment, pregnancy loss and neonatal support.

In collaboration with the MARC Foundation, our 'Open Up' training which we offer to all employees, focuses on men's role in gender equity and workplace inclusion. The sessions help provide actions and behaviours for fostering advocacy of women and advancing equality in the workplace. In 2025 we will build on our 2024 initiatives.

As part of Publicis Groupe UK, we've partnered with 55 Redefined to work towards Age Inclusive Accreditation, aiming to become an Age Inclusive employer. This collaboration challenges age discrimination and aims to shift attitudes, something which impacts women's career development in marketing and communications' industries. Our partnership extends into 2025 to fully embed Age Inclusion within the company and achieve accreditation.

In 2024 we also partnered with Bloom, an organisation dedicated to ensuring women have equal opportunities in the communications industry. This collaboration provides mentorship opportunities, access to Bloom's professional network of women in communications, best practices and guidance, enhancing our efforts to empower women in the workplace.

In 2024 we launched 'Parents @ Publicis UK', an internal community offering peer support and a platform for engaging parents. In partnership with &Beyond coaching we hosted a session for all our people on how we can better consider and support working parents. This collaboration will continue into 2025 with training for our internal coaches to provide targeted support for working parents.

Our employee action groups, VivaWomen!, EMBRACE and EnABLE were active this year in supporting women and their development through events such as speed mentoring and workshops on career development.

Working with our partners at Catalyst, we continue to provide access to their MARC Foundations gender equity training to raise awareness of the benefits of gender equity to people of all genders.

Across Publicis Groupe UK our Life Stages Policies are part of our ongoing commitment to be a family friendly organisation supporting our people whatever they're going through. In particular, working parents and those with caring responsibilities, those returning from leave, colleagues experiencing Menopause or managing any long-term conditions.

We're also a founding member of Black Representation in Marketing (BRiM), a cross-industry initiative that aims to improve representation in our industry, providing a leadership programme for high-potential Black employees. In 2024 a cohort of 14 colleagues participate in the programme, 70% of whom are Black women. We will be engaging with the programme again in March 2025, taking an intersectional approach to our work on gender equity is critical to us.

This year we will be working with Madeline McQueen and Magnificently You delivering a programme to increase the representation of women in senior leadership roles at Publicis Groupe UK. This initiative aims to support the next generation of women leaders across the business, to help increase the number of women occupying leadership roles, and in turn close the gender pay gaps across the business.



FAQ and Definitions

What is the gender pay gap?

The gender pay gap is the difference in average and median hourly earnings between men and women. This is calculated by looking at all employees' salaries across an organisation, regardless of their job role or level. Gender pay gap reporting was introduced in April 2017 for organisations with more than 250 employees at the snapshot date [5 April each year].

Does a gender pay gap mean an equal pay issue?

No. Gender pay is different to equal pay which is defined as "the right for men and women to be paid the same when doing the same, or equivalent, work". It is illegal to pay people differently for the same or equivalent work because of their gender and has been since the Equal Pay Act was introduced in 1970.

How have you calculated bonus payments?

Bonus calculations include performance incentives, commission payments and stock option payments.

What is the bonus gap?

The mean and median bonus gaps are the difference between the mean and median bonus pay received by men and women in the 12 months ending on 5 April 2024. This applies to all employees, even if they're not in full pay on the snapshot date. We also report on the percentage of men and women that receive a bonus in the year.

Which employees are included in this report?

The figures cover all employees who have a permanent or fixed term contract (full or part time) and are paid through our payroll system. The data does not cover employees who are being paid a reduced rate or not being paid due to being on maternity, paternity, adoption, shared parental leave or an unpaid sabbatical for example].

What is the reporting period?

The salary data is taken from a snapshot of payroll on 5 April 2024 and the bonus data covers the 12 months leading up to that date.

What is the median pay gap?

This is calculated by listing all employees' hourly pay from highest to lowest, and then comparing the midpoint (the numbers that fall in the middle) for men with the midpoint for women. The difference between the two is the median pay gap, shown as a percentage.

What is the mean pay gap?

This is calculated by adding up all employees' hourly pay and dividing it by the number of employees. The pay gap is the difference between the mean (average) figures for men and for women, which is reported as a percentage.

What is a pay quartile?

Employers must sort their full pay employees into a list based on hourly pay, in highest to lowest order, and then split this list into four equal parts which shows how many men and women fall into each of the pay quartiles.

Why do we have a gender pay gap?

A gender pay gap can be caused by a number of factors such as having more men than women in high earning roles or more women working part-time.

