



GENDER PAY GAP REPORT 2019

McCANN WORLDGROUP UK GENDER PAY GAP REPORT

COMMITTED TO DIVERSITY & EQUALITY

“As a key member of the world’s most creatively effective agency network, McCann Worldgroup UK is made up of a highly diverse portfolio of premier clients and brands.

Our mission is to help brands play a meaningful role in people’s lives. To achieve this, we have a cultural commitment to put creativity at the centre of everything we do and cultivate a diverse workforce, dedicated to creating an environment where all employees have equal opportunity to build careers and progress within the agency and the industry as a whole.

Diversity is central to our strategy and key to delivering the best creative product to our clients. We are unequivocally dedicated to attracting and developing the best and most diverse talent and nurturing a culture of inclusion.”

Mark Lund, CEO McCann Worldgroup UK



OUR BELIEF

Diversity and Inclusion will always be fundamental to achieving our vision to become the #1 creatively-driven global marketing company. 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: Conscious Inclusion.

FOSTERING A CULTURE OF CONSCIOUS INCLUSION

Integral to this vision is creating the conditions where women at all levels feel empowered to fully contribute and have equal opportunity to achieve their highest career ambitions. We ensure a safe, respectful and open environment that allows employees at all levels to thrive. We create and evolve policies and practices that create an ethos of belonging, connection and purpose. We know that it is only through our relentless commitment to these principles that we are able to deliver the deepest, most connected communications expertise to our clients and their consumers. We are committed to ensuring fair and inclusive recruitment practices, integrating conscious inclusion principles and driving accountability into all talent communications and business processes.

LEADERSHIP ACCOUNTABILITY AND REINFORCEMENT

Our strategy to accelerate gender balance in the senior ranks is reinforced by both regional and global governance teams. Comprising the most senior executives within our organisation, this group is responsible for holding business leaders personally accountable to meet both quantitative and qualitative goals toward improved retention and advancement of women in our agencies.

In the UK, we are dedicated to creating an environment where all of our people can build careers and progress within the agency and the industry as a whole. We run a number of programmes centrally in addition to outreach, apprenticeship and inclusion programmes which operate on an office-by-office basis. Each aims to address specific issues faced by the industry and businesses today.

SUPPORTING OUR LEADERSHIP TO EFFECT POSITIVE CHANGE

We recognise the importance of equipping our leaders to become authentic ambassadors who consciously drive lasting and effective cultural change across the organisation. Examples of programmes we run to support this are:

- **Leadership Awareness and Culture Codex training** for our senior leaders to support equality, an open culture, agile and flexible working practices and continuous professional development of our people
- **Unconscious Bias training:** Mandatory for all employees, but with in-person workshops for our leaders to help elevate the level of competency



DEVELOPING WOMEN IN LEADERSHIP

Our focus continues to be on investing in women at senior management level who constitute our future top executives. Our MWG UK Board consists of 39% women, ahead of the industry average of 33% (according to IPA's Diversity Survey 2018). However, we recognise that this figure needs continual improvement and therefore have programmes in place to enable this.

We hold annual high-potential development training to equip future leaders with the skills needed to develop and succeed, as well as providing on-going mentorship programmes to help them to achieve their full potential at McCann Worldgroup.

Specific initiatives include:

- **Women's Leadership Network** As part of Interpublic Group (IPG) all employees have access to [this valuable network](#) that addresses gender equality and stereotyping
- **'Women in Leadership'** programme helps to identify the challenges female leaders face, differentiating gender issues from organisational issues and providing meaningful direction that allows for reflection on personal leadership style, co-counselling between female leads to address challenges and individual learning sets that provide clear and measurable direction towards future promotion
- **'Stepping into the Spotlight'** programme to develop women across all levels with a commitment to giving women a platform to discuss the issues that matter most to them (Central)
- **Front & Centre Leadership Programme** includes more women than men as we recognise the need to close the gender disparity at senior levels (Central)

SUPPORTING THE INDUSTRY'S GOAL TO DRIVE GENDER PARITY IN CREATIVE DEPARTMENTS

- **Creative Equals:** Several of our UK agencies partner with this organisation which is dedicated to championing diversity, equality and inclusion in the creative industries, with a specific focus on doubling the number of female creative directors to help achieve gender parity in creative departments. This includes involvement in its Creative Returners programme
- **Stepping Into the Spotlight** programme to develop women across all levels and all disciplines (Central)

DIVERSIFYING THE TALENT PIPELINE

Investing in future talent remains a key focus for us. We run a number of key UK initiatives, partnerships and programmes that help to support the attraction and development of diverse employees, recognising that improving our future talent pipeline is key to driving long-term change and parity across several parameters. These include:

- **Ahead Partnership:** Working with the education sector to help unlock potential in young people regardless of social and economic background



- **IPA/Creative Pioneers:** Offering 12-month apprenticeships and a Digital Marketing Level 3 Qualification via our Apprenticeship Programme. (52% of applicants are female, and 44% BAME)
- **IPA/Advertising Unlocked:** Welcoming students for IPA's industry open day and additionally visiting several inner-city schools to help raise awareness of careers within the industry
- **Media Trust:** Collaborating with a range of charities to educate and train potential employees beyond the normal advertising milk rounds
- **Investors in People:** Awarded Gold for the last ten years, in recognition of our talent management and inclusive culture (McCann Central)

GENDER PAY GAP: HOW IT IS CALCULATED AND OUR OVERALL RESULTS

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 5th April 2018 and for bonuses paid.

MEAN

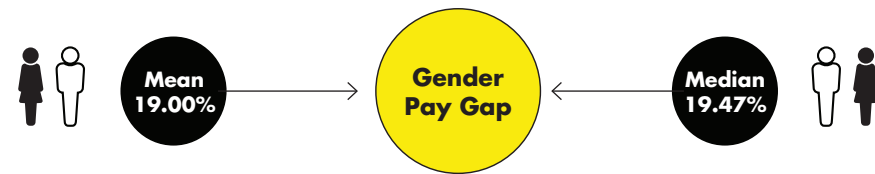
This is the sum of all the hourly rates combined, divided by the number of employees.

MEDIAN

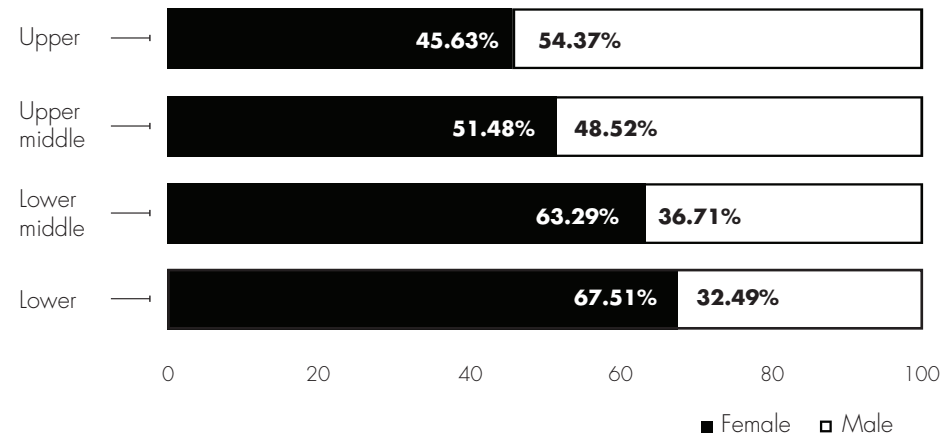
This is worked out by putting all hourly rates in ascending order, then picking the midmost one.

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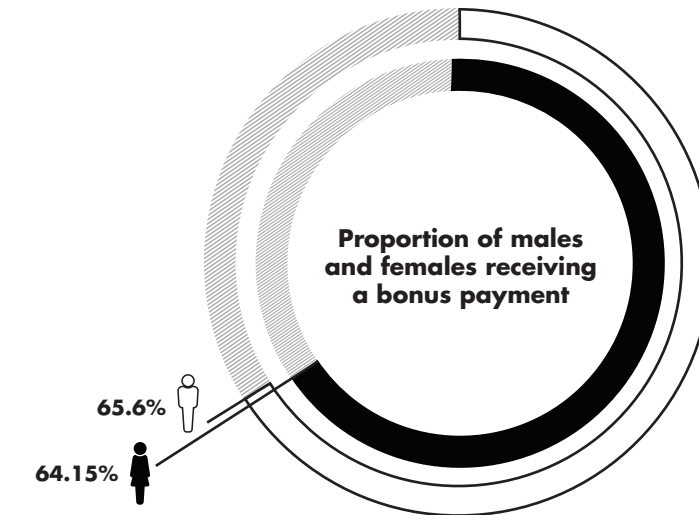
PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



BONUS PAY DIFFERENCE



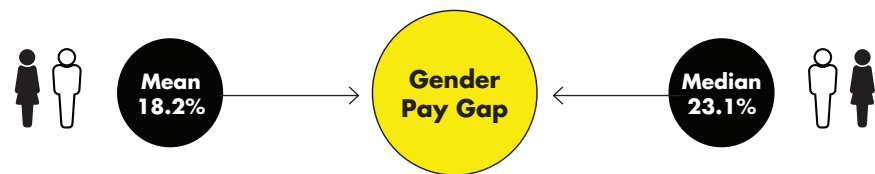
*Representing McCann Central, McCann Erickson Advertising, McCann Health Medical Communications and McCann Manchester

McCANN ERICKSON ADVERTISING LIMITED

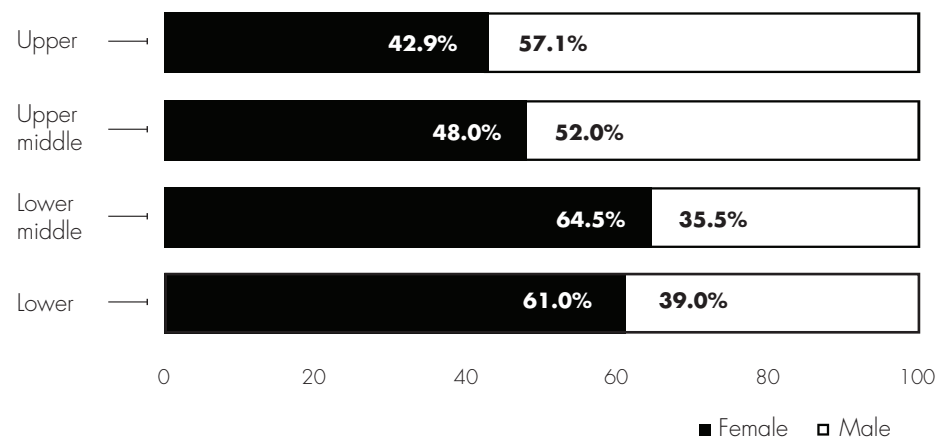
Representing McCANN London,
McCANN Enterprise,
Craft London and AFG Europe



PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



BONUS PAY DIFFERENCE

