

GENDER PAY GAP REPORT

2020

McCANN WORLDGROUP UK GENDER PAY GAP REPORT 2020

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OUR VISION

To unleash the creative power of every employee.

OUR MISSION

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

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.

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. DE&I is a business-critical area that influences both the way we work together, and the products and solutions we create for our client partners.

Our #1 strategic priority is Conscious Inclusion and we are committed to embedding it across the UK and beyond, into our every-day decisions and interactions. We want to create an environment that maximises creativity, allows it to thrive, and enable our community to reach their true potential.

Our mission is to help brands earn 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 this strategy and key to delivering the best creative product to our clients. We are dedicated to attracting and developing the best and most diverse talent and nurturing this culture of inclusion.”

Mark Lund, President, Europe & UK, McCann Worldgroup



“McCann Worldgroup has achieved many DE&I milestones over the past few years focused on unconscious bias and cultural sensitivity across the region including: partnership with key organisations such as Creative Equals and the foundation and activation of Conscious Inclusion Councils in both the UK & Europe and in a comprehensive program of employee mentorship programs and DE&I Leadership training.

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.”

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



“Our global DE&I strategy is key to achieving our vision to become the #1 creatively-driven global marketing 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 continuing 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**

DEVELOPING WOMEN IN LEADERSHIP

Our focus continues to be on investing in women at senior management level who constitute our future top executives. Our McCann Worldgroup UK Board consists of 46% women, ahead of the industry average of 32% (2020 IPA Agency Census revealed the number of females in C-suite positions decreased with the overall percentage falling in creative and other non-media agencies to 32.1%). 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 including:

- **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 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.

Shipra Roy, Chief Talent Officer, Europe & UK, McCann Worldgroup



CASE STUDY

Reaching gender parity is a priority not only within our own environment, but one that also influences our output and product in our mission to effect lasting change in the public sphere. Our award-winning work for Refuge is a prime example:

REFUGE: SURFACES



National domestic abuse charity, Refuge, partnered with McCann to launch a new short film starring award-winning actor Maxine Peake, drawing attention to the shocking rise in violence against women during lockdown. Peake starred alongside TV, film and stage actor, Lex Shrapnel, in Surfaces.

This 10-minute story features characters Alix and Richard, a married couple whose whirlwind romance quickly descended into physical and mental abuse. The film details a video call between the two during lockdown. At first, Alix appears cool and heartless, saying she's simply left him. But all is not as it seems. The conversation gradually reveals the horror of Richard's controlling coercion and violence throughout their relationship, culminating in a shocking revelation.

Surfaces sends a clear message of hope to survivors. Whether they have already fled their perpetrator, or are still living in constant fear, it tells them that there is a life after abuse, and that support is available – and that they are not alone. The film ends with details of how to get in touch with Refuge. Since the PM's request for people to stay at home in March, calls and contacts to Refuge's National Domestic Abuse Helpline have rocketed by 66 per cent, with visits to its website rising ten-fold.

The film was a follow-up to the spectacularly successful Turn To Us campaign created by our Bristol team for Refuge in 2019. It featured reversible poems that told two opposing stories depending on which way they were read. Top to bottom, they depicted family bliss. But turned on their head, they reflected the reality of families under siege from abusive men. The campaign collected a Cannes Lion, D&AD Pencil, One Show Pencil and ten Creative Circle awards.

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 5th April 2020 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.

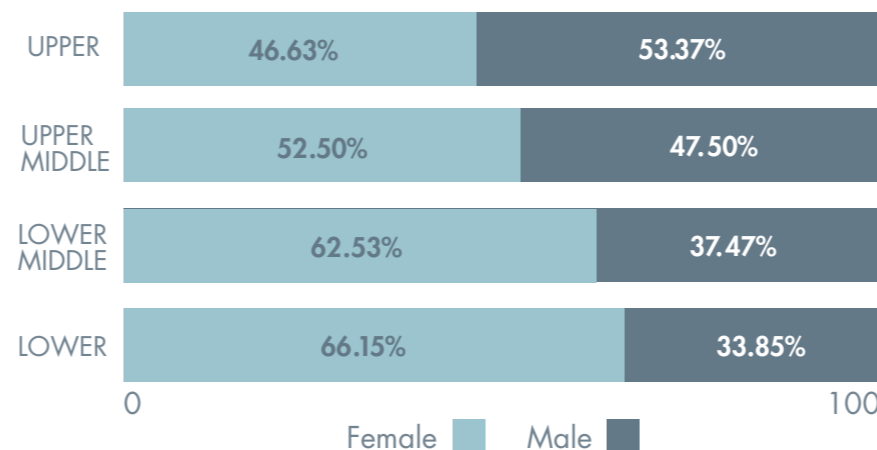
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*Representing McCann Central,
McCann Erickson Advertising, McCann Health Medical
Communications and McCann Manchester

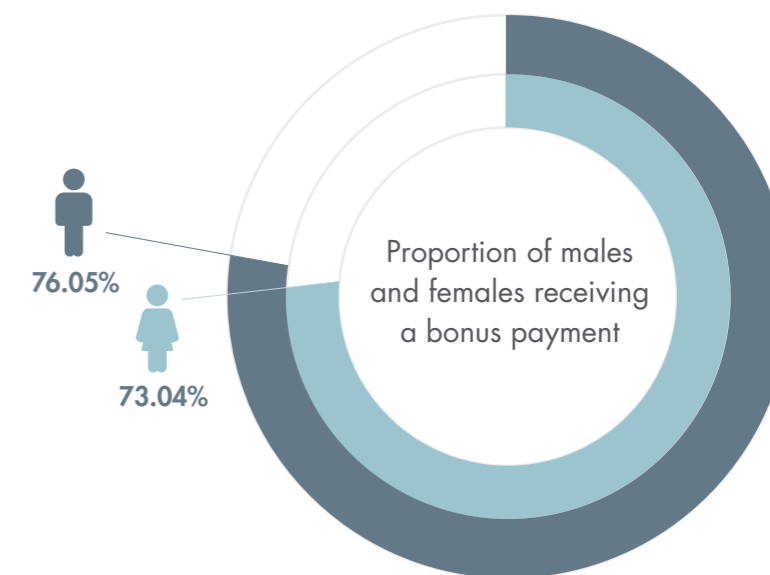
PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



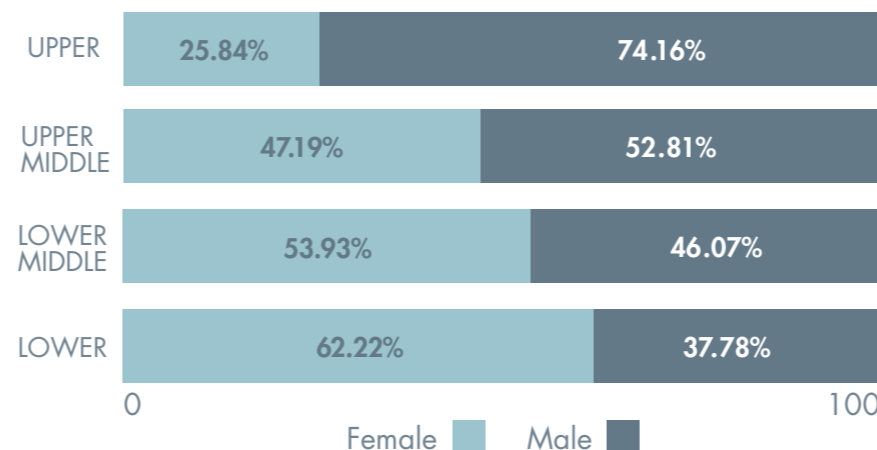
BONUS PAY DIFFERENCE



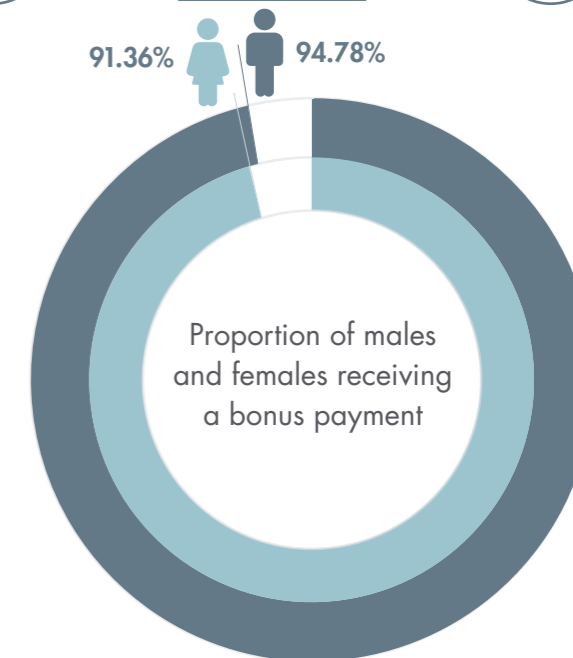
PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



BONUS PAY DIFFERENCE



McCANN CENTRAL