

GPG Report 2024 publication McCann Central

Our Unifying Philosophy

McCann is a force for positive change. We're passionate about using our creative power to build enduring brands, inspire positive action, and shape a better future for all through the radical creativity of 'Truth Well Told.'

We believe DE&I is foundational to achieving our creative mission and conscious inclusion is our DE&I philosophy. Through consistent practices and deliberate actions that foster an inclusive culture, we unleash the creative power of our talent and our work.

Conscious inclusion is how we defend the power of creativity to shape the world for the better and bring the most innovative, game changing ideas to life.

Key stats McCann UK

- Our Mean gender pay gap is 26.0%
- Our Median gender pay gap is 26.1%
- Women represent 38.3% of our upper quartile.

How the gender pay gap 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 medium percentages across our male and female employees for both hourly rates of pay at the 4th April 2024 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.

“While our gender pay gap data shows there is still work to do, we are making progress in representation, particularly in the upper middle and upper quartiles.

Our commitment to conscious inclusion drives deliberate actions to create the conditions for Equity such as our women talent accelerators—Ambition Collective and Women into Leadership—designed to support and advance women in our organisation.



We also recognise the vital role women play in society, including caring responsibilities for children and elderly family members, and the impact this can have on their careers. In response, we have enhanced and harmonised our family-friendly policies across our UK network, ensuring better support for our people and their partners.

We continue to be on the right path, and this year, we are pleased to see a reduction in pay gaps within some of our agencies. This progress reflects our ongoing efforts in hiring and developing women talent. However, we acknowledge that closing the gender pay gap is a long-term commitment, not a quick fix. Our actions are part of a wider plan to address structural inequities.

We believe our enhanced family benefits will have a significant impact on attracting and retaining women across our UK agencies. Initiatives like our International Women's Day speed mentoring event further strengthen connections between senior women in the UK and beyond. We remain focused on taking tangible steps to create a more diverse, equitable, and inclusive workplace for all.”

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

Context for 2024 results and key milestones

From our 2024 data we can see that we have made some improvements in terms of representation of women in upper middle and upper quartile compared to 2023, as well as reducing the gap between the percentage of men and women who received a bonus overall.

Our holding company IPG runs yearly equal pay audits, and we can report we have no issue of Equal Pay with McCann in the UK.

- Our 2024 mean gender pay gap is at 26.0% across McCann in the UK¹.
- We have reduced the mean pay gap in our McCann Manchester and McCann London offices.
- McCann Central's mean pay gap has risen; however, the main reasons are:
 - A high proportion of women in the lower quartile
 - 2 senior women being on maternity leave at snapshot date

We know that there's still work to do to end the gender pay gap and for our initiatives to be truly impactful we need to increase the pace.

We are committed to reducing the pay gap in our agencies. In 2024, we implemented the following actions to help us achieve this:

- Focused on redressing the under-representation of women in executive roles through a continuous review of our talent diversity with a clear methodology.
- Introduced new family friendly benefits, harmonising our offering across the UK network, removing differences between year of service and increase the provision for partners. We know that reducing the gender pay gap involves addressing the imbalance between care responsibilities between women and their partners and this new offering aims to support this aim. We also increased provision for carers.
- Women in Leadership programme, offers mentoring to ensure a pipeline of future female talent.
- Our 'Ambition Collective' accelerator programme aims to close the gender gap within creative leadership ranks. In 2024 the Collective produced work for the programme's brand sponsor Nurofen – including the 'Gender Pain Pass' which helped women have pain conversations with healthcare practitioners. This year the Collective is working on a live brief from Enterogermina - the world's leading probiotics brand with Creative expected Spring 2025.
- Expanded our Margot Collective employee network and the impact was huge. Our insight-led in-house consulting team harnesses female talent to create effective work that speaks to real women. Since launching last year, they've expanded by 22% and

¹ Due to a change of methodology in the data reporting for McCann Central, the data is not comparable with previous years. This is due to an error in capturing the correct data set that we have now rectified to ensure the accuracy of the data. We estimate the difference to be no more than 2 percentage points between our previous methodology and the current one.

improved internal policies and procedures including our new family-friendly policy. They launched a new Margot Placement Scheme to nurture and attract top female talent in the creative industry. And supported new business efforts: adding value to strategic clients such as Matalan and Nurofen.

- Cascaded learning to leaders and managers via a series of microlearning on DE&I topics. To ensure success, we launched a training code so staff could have dedicated training time, with minimum hours per year dedicated to their development.
- We launched a holistic Pain Pledge to support employees with pain conditions, in partnership with Nurofen.
- Launched a specialized 'Creative' Apprenticeship programme to support underrepresented groups access creative careers.

2025 plans

Like many businesses we're experiencing periods of significant change. To ensure our business is fit for purpose while enacting change, our action plans for the future are flexible in delivery but committed to achieving improvements.

Our aim for 2025 is to:

- Consolidate what we have initiated in the past year – embedding our new family friendly benefits and ensuring our yearly talent review captures our gender balance, with a view to incremental improvements, as well as ensuring parity in our leadership development programmes
- Continue our DE&I microlearning series to drive behavioural change and create an environment where everyone can thrive
- Continue to build connections between junior women and leaders through initiatives such as our creative career accelerator, Ambition Collective
- Design a 'Return to the Workplace' programme to support people at the middle/senior level who have been out of work for a minimum of 18 months due to caring responsibilities or health reasons
- Implement new UK regulations on sexual harassment, supporting a safer workplace through policies and a new learning programme
- Introduce negotiation training to support conversations around career progression
- Design a plan to address the gender imbalance at junior level, with a view to achieving gender parity at all levels within the business.



“At McCann UK we build enduring brand platforms for our clients, and our ability to harness the full extent of our creative talent comes from our designing diverse teams and promoting inclusive practices without bias. committing to gender parity is essential to our ethos and delivering inclusive environments where everyone can thrive is essential to our collective success.

I’m proud of the work we’ve done, especially in working towards redressing the balance in our creative talent via our Ambition and Margot Collectives, helping women’s voices be heard on and off the screen. Conscious inclusion is, however, a daily challenge and there’s still work for us to do to close the gender pay gap.”

Christian Johansen, McCann Worldgroup President UK & Europe

“Our enterprise-wide, global philosophy of Conscious Inclusion a culture of inclusion, where people from all backgrounds feel a sense of connection, belonging and shared purpose. We uniquely believe that fostering these conditions unlocks radical, accelerating our ability to consistently deliver deeply resonant and impactful work—for our people, our clients, and society.

Internally, our ‘Day for Meaning’ (DFM) platform and activation - now in its 7th Year - continues to elevate our individual and collective capabilities to build enduring brands together across the increasingly diverse marketplace we all serve. Now a cultural fixture within our network, DFM is the centrepiece of our global strategy and corresponding programs that advance our goal of identify barriers to inclusion and solve for inequities; ultimately, driving year-round systemic change.

This systemic approach translates into concrete work for our clients – such as Nurofen’s See My Pain brand platform, L’Oréal’s Lessons of Worth campaign, and Puck’s Selfless Shelves initiative – as well as furthering our internal efforts to promote fair and equal workplace conditions – including our focus on eliminating the gender pay gap.

We’re proud of the work our teams have done so far, and acknowledge that there is much more work to do. To that end, we remain steadfastly committed to making continuous improvement until we achieve gender pay parity in our organisation.”

Singleton Beato, Global Chief Diversity, Equity and Inclusion Officer, McCann Worldgroup



Client case study: Nurofen's 'See My Pain'

Nurofen's Gender Pain Gap research reveals that while pain dismissal is common, women are disproportionately affected. One in two women feel they have had their pain dismissed. We're working with Nurofen to change this by bringing the issue to the forefront of public awareness.

Since launching Nurofen's 'See My Pain' brand platform in 2022, we've supported their continuous focus on raising awareness of gender biases in pain management. As part of the brand platform's evolution, we produced an eye-catching, larger-than-life Nurofen pill packet installation in the heart of Newcastle to bring attention to the biases that cause women's pain to be dismissed or downplayed.



Pay gap McCann UK

McCann UK represents McCann Erickson Central Limited, McCann London (trading name McCann Erickson Advertising) and McCann Manchester Limited.

McCann UK pay difference overall

- Mean 26.0%
- Median 26.1%

Proportion of females and males in each quartile band

- Women Upper 38.3%
- Men Upper 61.7%
- Women upper middle 55.0%
- Men Upper middle 45.0%
- Women Lower middle 63.9%
- Men Lower middle 37.1%
- Women lower 68.3%
- Men Lower 31.7%

Bonus Pay Difference

- Mean 76.9%
- Median 69.7%

Proportion of males and females receiving a bonus payment

- Men 16.1%
- Women 12.54%

Pay Gap McCann Erickson Central Limited

Pay difference overall

- Mean 30.05%
- Median 24.1%

Proportion of females and males in each quartile band

- Women Upper 34.7%
- Men Upper 65.3%
- Women Upper Middle 55.4%
- Men Upper Middle 44.6%
- Women Lower Middle 66.3%
- Men Lower middle 33.7%
- Women Lower 69.3%
- Men Lower 30.7%

Bonus Pay Difference

- Mean 70.1%
- Median -13.3%

Proportion of males and females receiving a bonus payment

- Men 18.6%
- Women 13.4%

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