

# AMV BBDO gender pay gap report 2023

## Introduction

Our people and culture are what makes AMV a great place to work. We believe that diversity, equity, and inclusion isn't just the right thing to do, it's what makes our work great.

Our gender pay gap continues to be high. Although we have a predominantly female workforce, women are underrepresented in our more senior roles. We know that our gap will not improve until we change this.

In recognising our shortcomings, we also embrace a proactive stance towards rectifying them. We firmly believe that lasting progress is contingent upon not only acknowledging the issue but also taking decisive steps towards its resolution.

We are committed to fostering an environment that nurtures diversity, equity, and inclusion at every level of our organisation. By addressing the root causes of gender disparities and implementing meaningful strategies for advancement, we are confident in our ability to narrow the gender pay gap and create a workplace where all employees have equal opportunities to thrive.

## Gender pay vs equal pay

It is important to note that the gender pay gap is very different from the legal concept of equal pay.

The gender pay gap is a statistical calculation comparing the average woman against the average man, not taking into account differences between roles. The gender pay gap is best thought of as a measure of representation across a workforce.

Equal pay is very different. Equal pay is the legal right for men and women to be paid equally for doing equal work.

## Our gender pay gap statistics

We've set out below our statistics relating to 5 April 2023.

The mean pay gap shows the difference between the mean hourly pay of women compared to men. The median pay gap shows the difference between the midpoint in the ranges of hourly pay of women compared to men.

	<b>2023</b>
<b>Mean gender pay gap</b>	29.5%
<b>Median gender pay gap</b>	32.6%
<b>Mean bonus gap</b>	-1.2%
<b>Median bonus gap</b>	0.0%
<b>Proportion of men receiving a bonus</b>	27.0%
<b>Proportion of women receiving a bonus</b>	25.3%
<b>Lower quartile (percentage women)</b>	66.9%
<b>Lower-mid quartile (percentage women)</b>	70.1%
<b>Upper-mid quartile (percentage women)</b>	61.3%
<b>Upper quartile (percentage women)</b>	30.4%

## **What's causing our gaps?**

The causes of our gaps can be attributed to two main factors: a lack of women in **senior** roles and in **creative** roles.

### *Seniority*

We need to get more women into the more senior, higher paying roles. Just over 30% of our best paid roles are held by women, but over 60% of our lowest paid roles. We need to change this. We need greater gender balance across our business.

We need to continue making sure AMV BBDO is an attractive place for senior women in our industry to want to join, while at the same time ensuring we can retain and support women in our business.

### *Creative*

Like many in our sector, our Creative team is male dominated with these roles attracting high pay. This contributes to our gaps.

In our last report, we said that women occupy only 28% of roles (11 out of 42). Now, women occupy 39% (42 out of 61). Although women are still underrepresented, as we grow, we are making the changes that are needed.

These changes have contributed to the change in our pay gaps over the past few years. Many of these new women we have recruited have been into entry level and junior Creative roles. We need to ensure these women are able to progress to the best paid and more senior level creative roles, while ensuring a strong pipeline of talent for the future.

## **What we are doing**

We are deploying a number of initiatives aimed at increasing gender diversity within AMV BBDO. We know that none of these initiatives will, by itself, fix everything. They are part of a long-term strategy. By trying to optimise everything that we do, to ensure that men and women are equally likely to succeed, we hope to achieve big change.

### *Recruitment*

We want to ensure that women are just as likely as men to apply for, and be recruited for, any roles at AMV BBDO. We have a number of initiatives in place aimed at doing this.

- We consider all senior roles on a flexible / part time basis.
- We ensure diverse selection panels.
- We require all hiring managers to complete annual diversity, equity, inclusion and belonging training.
- We regularly review where we advertise to ensure our roles are seen by different audiences.

### *Retention*

We need to retain female talent. To do this, we must ensure that ours is a workplace where all employees feel supported.

- We offer an enhanced benefits package launched in 2023, designed to help navigate the different life changes employees go through during employment. Benefits include enhanced maternity and paternity pay in addition to childcare subsidy, and menopause coaching.
- We offer coaching to all of our returning parents to help them adjust back to working life. This has received great reviews and helps the agency retain women and men returning from leave.
- We will be rolling out a staff survey to identify issues around engagement and inclusion in the workforce, required to determine actions to improve engagement and build a more inclusive workplace.

- We are conducting exit interview analysis to identify trends and drivers of employee turnover linked to gender.

### *Progression*

We know that men are overrepresented in the most senior roles at AMV BBDO. We have a good pipeline of female talent – 61.3% of our upper-mid quartile are women. We need to now ensure that they are as likely as men to be able to progress and reach their full career potential, and so bring greater gender balance to the most senior roles in the business.

- We will monitor our performance review process to ensure development opportunities are identified and supported.
- We will review and calibrate performance data to ensure gender balance when considering promotional opportunities.

We will continue to monitor and evaluate these initiatives, so that decisions on the actions we take are driven by data and results. If successful, these initiatives will enable us to hit a number of challenging targets that we have set ourselves. These targets have been chosen specifically to help us focus our efforts on the main causes of the gaps.

- 50% of the 20 highest paid roles to be held by women by 2028.
- 50% of all Creative roles to be held by women by 2028. In April 2023, it was 39%.
- 50% of all Creative Directors to be women by 2028. In April 2023, 2 out of 11 were women.

*I confirm that the statistics contained in this report are accurate and have been calculated in accordance with relevant legislation.*

*signature:*



*name of a statutory director:* Dawn Coburn

# **Gender Pay Gap Report 2022**

## AMV BBDO Gender Pay Gap Report 2022



Our people and culture are what makes AMV a great place to work. We believe that diversity, equity, equality and inclusion isn't just the right thing to do, it what makes our work great.

Whilst we recognise we're haven't yet reached a stage where we can significantly reduce our Gender Pay Gap, it remains one of our top priorities.

At the end of last year we launched our wholistic Life Changes benefits programme, that whilst inclusive, has a number of initiatives such as 100% maternity pay and a £500 a month child care subsidy that will help us maintain and develop our pipe line of future female talent.

It's important to recognise that whilst we have introduced these benefits, we won't begin to see the impact until we report on our 2023/4 figures.

So, whilst we have a long way to go, I look forward to sharing our success as we approach a more innovative way of managing our people.

I confirm the figures contained in this report are accurate and have been calculated in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

**Sam Hawkey** CEO

## The Gender Pay Gap Explained

In 2017 the Government introduced new regulations that required organisations with 250 people or more to measure and publish their gender pay gap.

Our report will provide a recap of the definitions referred to within the legislation, as well as a comparison of the mean and median gender and bonus pay gaps for April 2021 through to April 2022, so you can track our progress.

### What is the gender pay gap?

The gender pay gap is a statistical measure comparing averages across an entire organisation. It does not take into account differences in roles.

### How does the Gender Pay Gap differ from Equal Pay?

It is important to note that the gender pay gap is not the same as equal pay. Since the Equal Pay Act 1970, it has been a legal requirement to pay men and women equally for doing the same or similar role. At AMV BBDO we carry out extensive salary benchmarking and ensure that everyone, regardless of whether they identify as a specific gender, receives equal pay.

### The Mean & Median Gender Pay Gap

The mean pay gap shows the difference between the mean hourly pay of men and women as of 5 April 2022. The median pay gap shows the difference between the midpoint in the ranges of hourly pay of men and women on that same date.

### The Mean & Median Bonus Pay Gap

The Mean bonus gap shows the difference between the mean bonus paid to men and women in the 12 months to 5 April 2022. The Median bonus gap is the difference between the midpoints in the ranges of bonuses paid to men and women within that same period.

### Pay Quartiles

Pay quartiles involve putting all full pay employees in order of hourly rates of pay, then dividing into four equally sized groups and calculating the proportion of men and women in each group.

## Our Gender Pay Gap at a Glance

	<b>April 2021</b>	<b>April 2022</b>	<b>% +/- percentage points</b>
<b>Mean Gender Pay Gap</b>	<b>25.3%</b>	<b>26.4%</b>	<b>+1.1%</b>
<b>Median Gender Pay Gap</b>	<b>24.7%</b>	<b>26.2%</b>	<b>+1.5%</b>

This year we saw a slight increase in both our mean and median, which were impacted largely due to the restructuring of our Project Management function which was almost 100% female, the transferring of more female talent due to TUPE, and the change from a female CEO to a male CEO.

Over the last 12 months whilst we have continued to push initiatives to ensure that we keep our female pipeline of talent, there are situations that occur that impact the Gender Pay Gap that are beyond our control, such as the above situations. That said we remain committed to working towards closing the gap.

## Our Gender Pay Gap at a Glance

	<b>April 2021</b>	<b>April 2022</b>	<b>% +/- percentage points</b>
<b>Mean Bonus Pay Gap</b>	<b>3.1%</b>	<b>-10.4%</b>	<b>-13.5%</b>
<b>Median Bonus Pay Gap</b>	<b>0%</b>	<b>-30.5%</b>	<b>-30.5%</b>

Our bonus gaps are in favour of women. This is largely due to the fact that we offer a variety of bonuses such as referral bonus, spot bonus, return to work bonus and service awards.

This year the payment of the return to work bonus to women, has been the main cause of our Bonus Pay Gap being in favour of females.



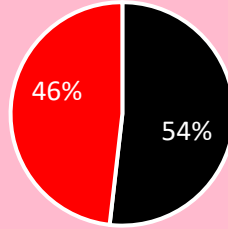
**Our Bonus Proportions at a glance**

	<b>April 2021</b>	<b>April 2022</b>	<b>% +/- percentage points</b>
<b>Proportion of men receiving a bonus</b>	<b>99.2%</b>	<b>34.7%</b>	<b>-64.5%</b>
<b>Proportion of women receiving a bonus</b>	<b>96.1%</b>	<b>42.8%</b>	<b>-53.3%</b>

## Our data at a glance

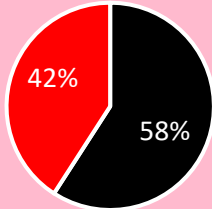
% Proportion of men and women  
in the agency as of April 2022

■ Female ■ Male



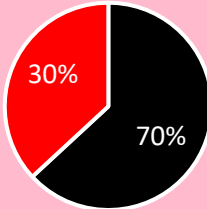
Lower

■ Female ■ Male



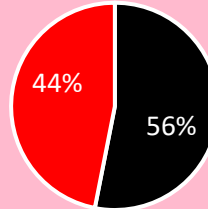
Mid Lower

■ Female ■ Male



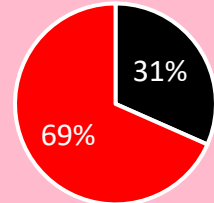
Mid Upper

■ Female ■ Male



Upper

■ Female ■ Male



Pay Quartiles

## **Our ongoing commitment to closing the gap**

### **AMV Life Changes**

This is a programme we launched in December 2022 to help our staff navigate through the highs and lows of life. Whilst the programme is wholistic and inclusive, we believe the improvement to our maternity pay and broadening of child care support scheme will help towards closing the gap. Whilst we are unlikely to see the impact of these actions for our 2023 report, we expect to start seeing the impact in our 2024 report.

### **Diversity Champions**

Diversity and inclusion is integral to our talent strategy, our panel of champions who drive DE&I initiatives across the agency. They form relationships with external companies who help us to drive our DE&I programme as well as running numerous events across the year such as panel discussions for International Woman's Day. The champions are self-appointed so all have a passion for DE&I. The team represent people from a range of different backgrounds and different departments within the agency.

### **Maternity/Paternity coaching**

We offer coaching to all of our returning parents to help them adjust back to working life. This has received great reviews and helps the agency retain women and men returning from leave.

### **Partnership with schools and colleges**

For the fourth year running we participated in the IPA's event 'Advertising Unlocked'. The programme is aimed at encouraging women and men to think about a career in advertising from an early age. We also run our own summer school event for the same purpose.