

# **Gender Pay Gap Report 2021**

## AMV BBDO Gender Pay Gap Report 2021

Our People are the most important part of our Agency, and as such, we are committed to ensuring that we have a diverse workplace, which puts equity, equality and inclusion at the heart of everything it does.

It's important that we recognise that we've not yet reached the level of parity that we had hoped for, but as the incoming CEO, I will ensure that addressing our Gender Pay Gap is one of my top priorities.

Whilst we still have a long way to go to close our Gender Pay Gap, I'm confident that our recent investment in talent, review of salary benchmarks and the talent development programmes that we will be launching, will help us on our journey to greater gender diversity.

Over the last 2 years we've been on a journey of change at AMV and I'm looking forward to shaping a better future.

We will be launching a brand new initiative called Life Stages that will see the introduction of additional support, policies and programmes that will help our staff not only navigate their career paths, but more importantly give them the time, and support structures to get them through some of life's best and challenging phases.

By helping our women navigate through these important life stages, we can help them to be the best versions of themselves at work and in doing so, help them to progress into senior roles.

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 2017 through to April 2021, 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 2021. 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 2021. 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 2017</b>	<b>April 2021</b>	<b>% +/- percentage points</b>
<b>Mean Gender Pay Gap</b>	<b>32.3%</b>	<b>25.3%</b>	<b>-7.0%</b>
<b>Median Gender Pay Gap</b>	<b>37.5%</b>	<b>24.7%</b>	<b>-12.8%</b>

The initiatives we have introduced since 2017 have helped us to reduce our gender pay gap. Since 2017 our mean has reduced by 10.9% and our median has reduced by 12.8%. We have focused on recruiting a balanced number of men and women across the agency and have increased the percentage of women in the upper pay quartile. Over the last 3 years, we carried out a major benchmarking initiative across some of our larger departments in a bid to raise the minimum pay level across the Agency.

We have made active attempts to ensure that we have a more even distribution of males and females in the lower quartiles. As a result, the number of men in the lower pay quartiles has increased by 9.8% since 2017 and the number of woman in the upper quartile has increased by 2.8%.

## Our Gender Pay Gap at a Glance

	<b>April 2017</b>	<b>April 2021</b>	<b>% +/- percentage points</b>
<b>Mean Bonus Pay Gap</b>	<b>7.8%</b>	<b>3.1%</b>	<b>-4.7%</b>
<b>Median Bonus Pay Gap</b>	<b>18.5%</b>	<b>0.0%</b>	<b>-18.5%</b>

Our bonus gaps have changed a lot. This is because, in 2017, we paid very few bonuses and our gaps were distorted by the small numbers. Today, 96.1% and 99.2% of women and men respectively receive a bonus. We offer a variety of bonuses such as referral bonus, spot bonus, return to work bonus and service awards.

The return to work bonus is available to all staff who take 3+ months off as maternity/adoption/ or shared parental leave and helps to encourage our female employees back to work after leave. The introduction of this bonus has led to better retention rates.

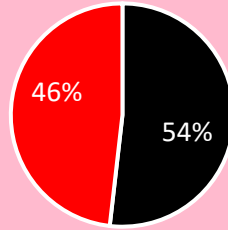
**Our Bonus Proportions at a glance**

	<b>April 2017</b>	<b>April 2021</b>	<b>% +/- percentage points</b>
<b>Proportion of men receiving a bonus</b>	<b>15.7%</b>	<b>99.2%</b>	<b>83.5%</b>
<b>Proportion of women receiving a bonus</b>	<b>16.3%</b>	<b>96.1%</b>	<b>79.8%</b>

## Our data at a glance

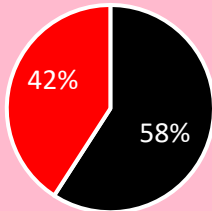
**% Proportion of men and women  
in the agency as of April 2021**

■ Female ■ Male



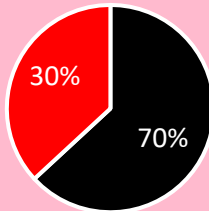
Lower

■ Female ■ Male



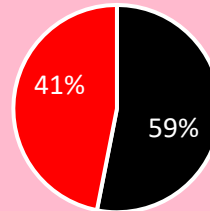
Mid Lower

■ Female ■ Male



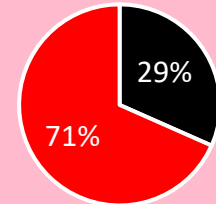
Mid Upper

■ Female ■ Male



Upper

■ Female ■ Male



**Pay Quartiles**

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

### **AMV Life Stage**

This is a programme we will be launching this year to help our staff navigate through the highs and lows of life. To this end we will be providing our women with counselling, support and time off to help them through their: fertility journey; menopause; painful or disruptive gynaecological conditions; parenting; unexpected difficult moments such as divorce; mental health; wellbeing; the impact of aging and exploring innovative ways of working.

Whilst the programme will support men in the workplace too, the specific benefits it will provide women, will help us not only retain our women through these important life stages, but give them the comfort, support and confidence to progress into senior positions.

### **Creative Equals**

In 2019, we obtained the Creative Equals charter mark. We underwent an extensive HR evaluation of our policies, statistics and procedures. This was followed by a comprehensive analysis of the results of a staff survey.

### **Gender balance in our Senior Leadership team and beyond**

Our Senior Leadership team has a high percentage of women which is helping to address the imbalance in our upper pay quartile. Our agency board is around 50:50, we are committed to ensuring fair inclusive recruitment practices and we push for our recruiters to provide us with a balanced pool of candidates.

### **Child Care Support Scheme**

As part of the agency's commitment to supporting parents returning from maternity or enhanced shared parental leave, we have introduced a return to work childcare support scheme. The aim of the scheme is to help families, who meet the qualifying criteria, with the cost of childcare during the first 12 months upon returning from maternity leave or enhanced shared parental leave.



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

### **Diversity Champions**

Diversity and inclusion is integral to our talent strategy. In 2017, we set up a 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.

### **Return to work bonus**

We offer a return to work bonus to woman returning to the agency after maternity leave, helping to make it more feasible for woman to return to work. The incentive has helped to increase our retention rates and opportunities for progression for women. In 2021, 100% of our staff who were on maternity leave returned to the agency.

### **Diversity events**

We run a number of different events across the calendar year to promote D&I and educate our staff. For example, for International Women's Day in 2021 we hosted an event with Catherine Lamb who spoke the agency about Imposter syndrome, the effects and how to overcome it. This was one of many events we hosted over the course of a week.

### **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.

## Walking the talk in our work

We recognise we have a responsibility to work with our clients to promote diversity and gender equality and to show the commercial benefits of social inclusion.



Bodyform



Guinness Africa



Guinness Africa



BT Sport



Plan UK



Maltesers



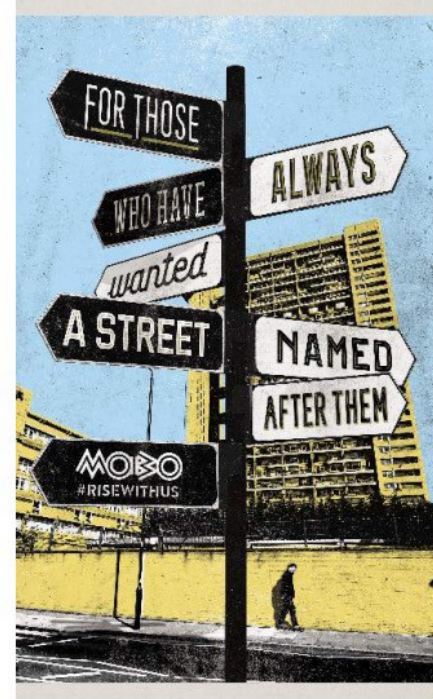
Maltesers



The Economist



The Economist



MOBO