

# Gender pay gap report

2023 Publication

McCANN WORLDGROUP UK

# Gender Pay Gap 2023

## Our unifying philosophy

At McCann Worldgroup, we believe that Diversity, Equity and Inclusion are foundational to achieving our mission of building enduring brands together.

Conscious Inclusion is our DE&I philosophy – formed of consistent practices and deliberate actions to foster an inclusive culture that can unleash the creative power of our talent and our work.

This 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.

Our mean  
gender pay gap is  
**25.8%**

Our median  
gender pay gap is  
**22.6%**

Women represent  
**34.9%**  
of our upper quartile

“ **Our ethos of conscious inclusion forges a culture where everyone can thrive.**

As a global creative network, this DE&I philosophy underpins everything we do, and it is how we bring our creativity to life. To ensure we have a positive impact on women’s representation via our clients, our Margot Collective acts as an in-house consulting team to ensure women’s voices are heard. We also run provocative sessions on topics such as motherhood, feminism and women’s pain – to add intersectionality to our work and ensure that we have a positive impact on women’s representation via our clients.

Through our creative work and internal campaigns, we continue to challenge societal stereotypes and practices because we believe that change starts with us. We’re also passionate about providing our people with the tools they need to grow and develop – whether that is through enhanced online learning, a dedicated Leadership course or sessions like our ‘Pitch Academy’. By having a dedicated training code, we can ensure our staff have a trackable, minimum hours per year to focus on their development, enabling them to access progression opportunities. And it is paying off, as we are continuing to see a progression of women in upper quartile as per previous year.

We are on the right track and this year, we’re pleased to see a reduction of pay gaps in some of our agencies. This is due to the work we do throughout our hiring efforts as well as initiatives to progress our women talent. However, we know there is a lot of work still to do. Addressing our gender pay gap won’t be something we fix within a year and our actions are part of a 3 year plan. This plan will start with harmonising and enhancing our parental leave benefit to address structural inequities, which we believe will have a big impact on attracting and retaining women talent across our UK agencies.”

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



# Context for 2023 results and key milestones

From our 2023 data we can see that we're broadly moving in the right direction when it comes to closing the gender pay gap at McCann Worldgroup in the UK. Our holding company IPG runs yearly equal pay audits, and we can report we have no issue of equal pay with McCann Worldgroup in the UK.

**Our 2023 mean gender pay gap is at 25.8%** across McCann Worldgroup in the UK.

We have **reduced the mean pay gap** in our McCann London and McCann Central offices.

**McCann Manchester's pay gap has risen;** however, we believe this is the result of a number of senior women being on maternity leave during the pay gap snapshot. As per the Government's rules, their salaries were not included in the data. We believe that women's careers shouldn't stop when they've been on maternity leave, and we pride ourselves on supporting our parents' return to work, including providing coaching to support their transition back into the office.

**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 2023, 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.
- Activated our Ambition Collective to address the under-representation of women in senior creative roles and provide mentoring.
- Established a 'Connect & Network' programme to connect high-potential upcoming talent with senior leaders.
- Expanded our Margot Collective employee network, and the impact was huge. This in-house consulting women's network ensures the work we do represents women, and internally provides women with opportunities to advance their careers. It was a big part of McCann Worldgroup in the UK winning the 2023 corporate category at the 'Women of the Future Programme Awards'. The Margot Collective was also shortlisted for a British Diversity Award in the 'Outstanding Women's Network of the Year 2024' category.
- Reviewed our employee benefits and policies, with a view of harmonising these for 2024.
- Delivered 'Inclusive Leadership' training to our senior leaders and middle management to ensure they can create team environments where everyone can thrive.

# In terms of an action plan for the future, we are committed to:

- Continuing our focus on the progression of women leaders. We'll do this via initiatives such as our 'Leadership 2.0' programme, 'Women into Leadership' programme and our 'Pitch Academy' initiative, which trains our Pitch Leaders of the future. We will also amplify our 'Fast Forward' talent programme to support under-represented talent promotions to ensure all women have opportunities to achieve leadership positions.
- Furthering our efforts to address the under-representation of women in senior creative roles, specifically by scaling our Ambition Collective model globally to maximise its impact.
- Continuing to build on the success of our 'Margot Collective'.
- Ensuring our parental policies, benefits and salary sacrifice scheme for nursery align, and are standardised, across our UK operations. We'll be launching new policies to ensure we provide market-leading support to all our colleagues going on maternity leave and returning to our agencies. We'll also be introducing new policies on miscarriage, stillbirth and infertility to ensure that colleagues experiencing loss can be better supported.
- Cascading learning to leaders and managers via a series of microlearning on DE&I. To ensure success, we've launched a training code so staff can have dedicated time, with minimum hours per year dedicated to their development.
- Delivering an updated version of our Conscious Inclusion Summit, with 2024's iteration focusing on our strategist and creative communities so we can continue embedding conscious inclusion in everything we do.

“ Conscious Inclusion is at the heart of what we do at McCann Worldgroup. As a key member of the world’s most creatively effective agency network, we build enduring brands that shape the world for the better. Whether that is helping businesses like Reckitt’s Nurofen drive conversations about the critical issue of women’s pain, helping women consumers feel empowered via L’Oréal’s ‘Lessons of Worth’ campaigning, or designing diverse teams and promoting inclusive practices, we ensure everyone can thrive.

We believe that committing to gender parity creates the equitable conditions that unlock radical creativity. We have many initiatives to support this, including our ‘Women into Leadership’ programme; our Ambition Collective which focuses on supporting female creatives as they move towards leadership positions; and our Margot Collective, which ensures a strong female voice in the creation of work.

In the past year, MW in the UK have been recognised by the Women of the Future Programme as their 2023 Corporate Winner and a company that “gets diversity right,” as well as been shortlisted by the Burberry British Diversity Awards in both the company category and for our Margot Collective in the ‘Outstanding Women’s Employee Network’ category.

Designing diverse teams and promoting inclusive practices that foster conscious inclusion is essential to creating an environment where everyone can thrive. And I’m proud of the work we’ve done, especially in working towards redressing the balance in our senior leadership positions. Conscious inclusion is, however, a daily challenge and there’s still work for us to do to close the gender pay gap. ”

**Fernando Fascioli, McCann Worldgroup**  
**President UK & Europe.**  
**Chairman Latin America.**



“ At McCann Worldgroup, our global philosophy and ethos of Conscious Inclusion fosters a culture where people from all backgrounds can thrive. We are proud of our best-in-class talent, and our DE&I goals are critical to helping us unlock radical creativity for our people, our clients and, ultimately, the society we live in.

Internally, our annual ‘Day for Meaning’ (now in its 6th year) is a time when we halt business operations to work collectively on further embedding key principles of our philosophy into the daily behaviours and decisions of our people. This recurring observance serves as a formal checkpoint to reinforce our collective commitment to advance equity in the workplace and ensures that it remains a top priority on our business agenda. This approach to drive systemic and structural change has translated into creative work that helps our clients engage in enduring relationships with women around the world, as well as having a positive improvement in the gender pay gap across a number of our agencies.

We are proud of the work our teams have done so far, and we fully acknowledge that there is much more work to do. To that end, we remain steadfast in our effort to drive continuous improvement until we achieve gender pay parity in our organisation. ”

**Singleton Beato, EVP, Global Chief Diversity,**  
**Equity & Inclusion Officer, McCann Worldgroup.**

# Client case studies



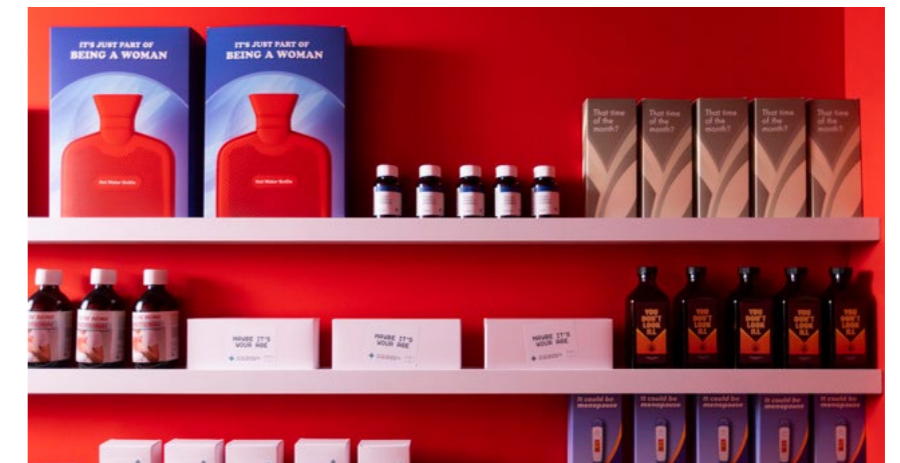
## Nurofen | Pain Pass

Building on our work last year with Nurofen on the Gender Pain Gap, we helped women tackle healthcare bias. The Pain Pass, created in collaboration with Healthcare Professionals (HCPs) and real women, is a digital tool, fronted by a simple acronym (PASS) to help women know what to do in the face of bias:

- **P (pause the conversation)**
- **A (ask questions for clarity)**
- **S (speak up)**
- **S (seek another opinion)**

[Available to download for free](#) via Nurofen's See My Pain website, the 'Pain Pass' helps women track and articulate their pain and symptoms, providing a framework for constructive conversations with healthcare providers about pain.

[Read more here](#)



The campaign was steered by McCann London's Creative Director, Ruth Boulter, in collaboration with MW's Ambition Collective. The Ambition Collective creates opportunities for women creatives to progress and develop via mentorship and real-client briefs. The women creatives of the Ambition Collective's UK pilot played a critical role in the creation of the PASS acronym for this Nurofen campaign.

**MW**

## 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 4th April 2023 and for bonuses paid.

### Mean

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

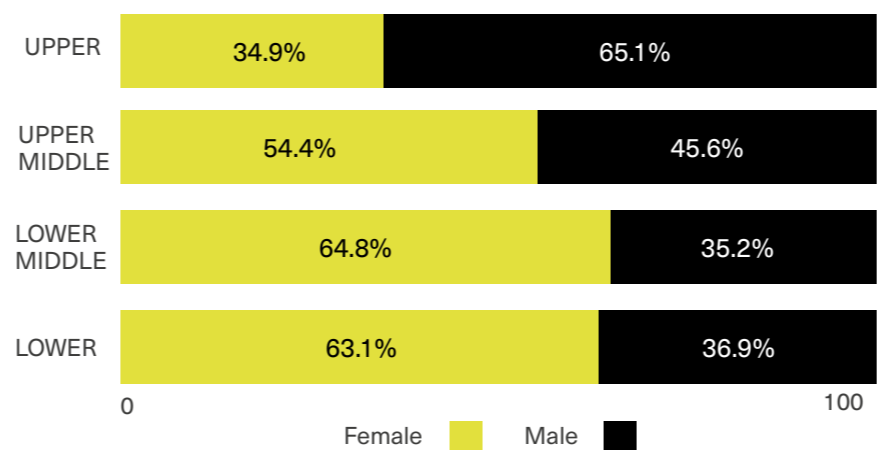
### Median

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

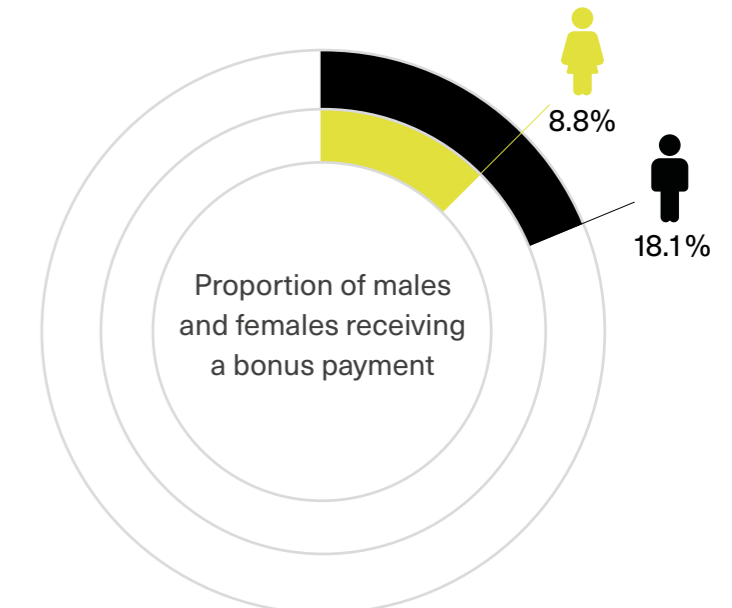
### PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



### BONUS PAY DIFFERENCE



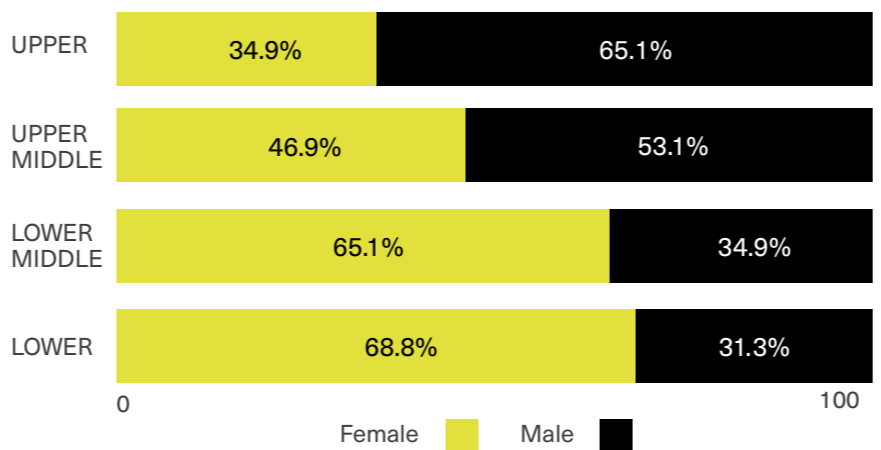
# McCANN WORLDGROUP

\*Representing McCann Central, McCann Erickson Advertising and McCann Manchester

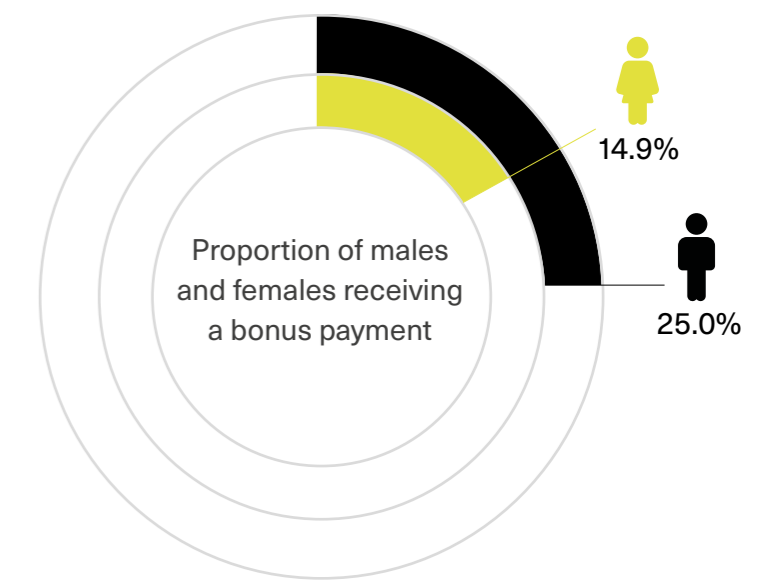
### PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



### BONUS PAY DIFFERENCE



# McCANN LONDON

\*Representing McCann London, McCann Enterprise and Craft London