

# GENDER PAY GAP REPORT 2024 OMD GROUP LIMITED

OMD GROUP LTD INCLUDES BOTH MANNING GOTTIEB OMD AND OMD UK, AS THEY ARE PART OF THE SAME LEGAL ENTITY.



# INTRODUCTION

Our vision at OMD Group Ltd is to be a place where difference is valued and everyone can thrive in a culture of inclusion and belonging.

We are committed to creating an environment that reflects today’s society, where each individual is able to bring their true selves to work, and where all voices and backgrounds are valued, heard and well represented. We know that when we get this right, it benefits not only our people, but our clients, business partners and the wider industry.

OMD Group Ltd includes both Manning Gottlieb OMD and OMD, as they are part of the same legal entity.

## Gender Pay Gap vs Equal Pay

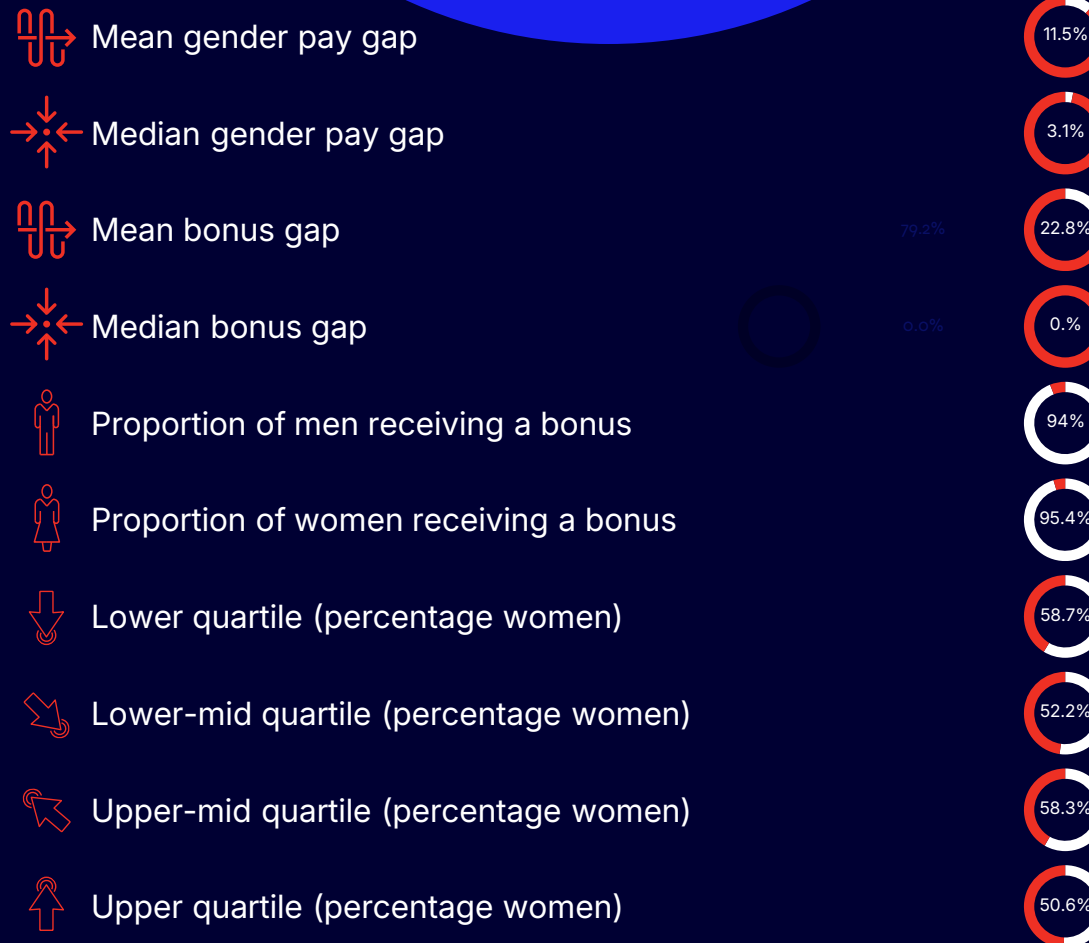
Equal Pay is a legal requirement that has been in place since 1970 to pay men and women equally for the same work or work of equal value.

The gender pay gap shows the difference in the average pay of women compared to the average pay of men. It does not take into account differences in the jobs done by men and women. The gender pay gap is best considered a measure of representation – higher gaps mean women occupy smaller proportions of the best paid and most senior roles than men.

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# Our statistics

2024



Our statistics are calculated from all employees and workers on payroll as 5th April 2024 (the snapshot date) at OMD UK.

# EXPLAINING OUR STATISTICS

Our mean and median gender pay statistics remain good compared to others in our industry and compared to the national average. According to the Office of National Statistics, the UK gender pay gap is 13.1%. Our mean gender pay gap is 11.5%. Our median gender pay gap is 3.1%.

Our median pay gap has fallen significantly since our last publication (-6.9%), as we now have fewer women in the lower-mid and more in the upper-mid quartiles. This significant decrease is also caused by having a good spread of men and women across our agencies.

When we look at the spread of men and women across the business, there is an over/underrepresentation of men and women across different roles and so these cancel each other out and result in a very low median pay gap.

## IN PARTICULAR:

- Women are overrepresented in Assistant (+1.9%) and Executive (+4%) level roles
- Men are overrepresented in Senior Executive (+2.6%) and Account Manager (+3.4%) level roles
- However, women are then overrepresented in Account Director (+3%) and Senior Manager level roles (+0.3%)
- There is a small overrepresentation of men in the highest paid and most senior level roles including Business Director (+1.4%), Head Of (+1.7%) and Executive Director (+0.7%)

Our mean pay gap has increased by 4.9% this year, though is still relatively low. Whilst we have broadly even levels of men and women in the most senior roles, slightly more of mean pay for men comes from the more senior level roles. In particular, our 'Head Of/Partner' level roles and above (22.6% for men, 18.3% for women).

However, it's important to take into consideration that anyone receiving reduced pay is excluded when calculating gender pay gap. This is a requirement of the Regulations but is adversely affecting women more than men and ultimately pushing up our mean pay gap.

Across our agencies, there are 47 men and 47 women at Head Of/Partner level roles or above, but only 42 of those women are included in the analysis because of this requirement of the legislation. As such, we do expect that the mean pay gap will reduce further in the future.

## BONUS

Our median bonus gap is once again 0%.

This is reflective of the substantial number of both men and women receiving discretionary rewards of the same amount.

The mean bonus is 22.8%.

Our largest bonuses are paid to our highest earners.

Whilst there are 47 men and 47 women at Head Of/Partner level roles or above, as stated above, only 42 of those women are included in the analysis. This has impacted our bonus numbers.

**MEDIAN  
BONUS GAP**  
0%

**MEAN  
BONUS GAP**  
22.8%

# WORKING TO CLOSE THE GAP

## **LEADERSHIP**

MG OMD and OMD UK are both led by female CEOs. The MG OMD board are led by Natalie Bell where 50% of the MG OMD board are female. Similarly, 50% of the OMD UK board led by Suzy Ryder are also female.

## **EXPERIENCE BASED HIRING**

As an inclusive employer, we are committed to appointing the right person for the role, regardless of their gender or other factors. This includes understanding and valuing our candidate's life experiences and how this enriches their ability to do the role.

## **INCLUSIVE HIRING TRAINING**

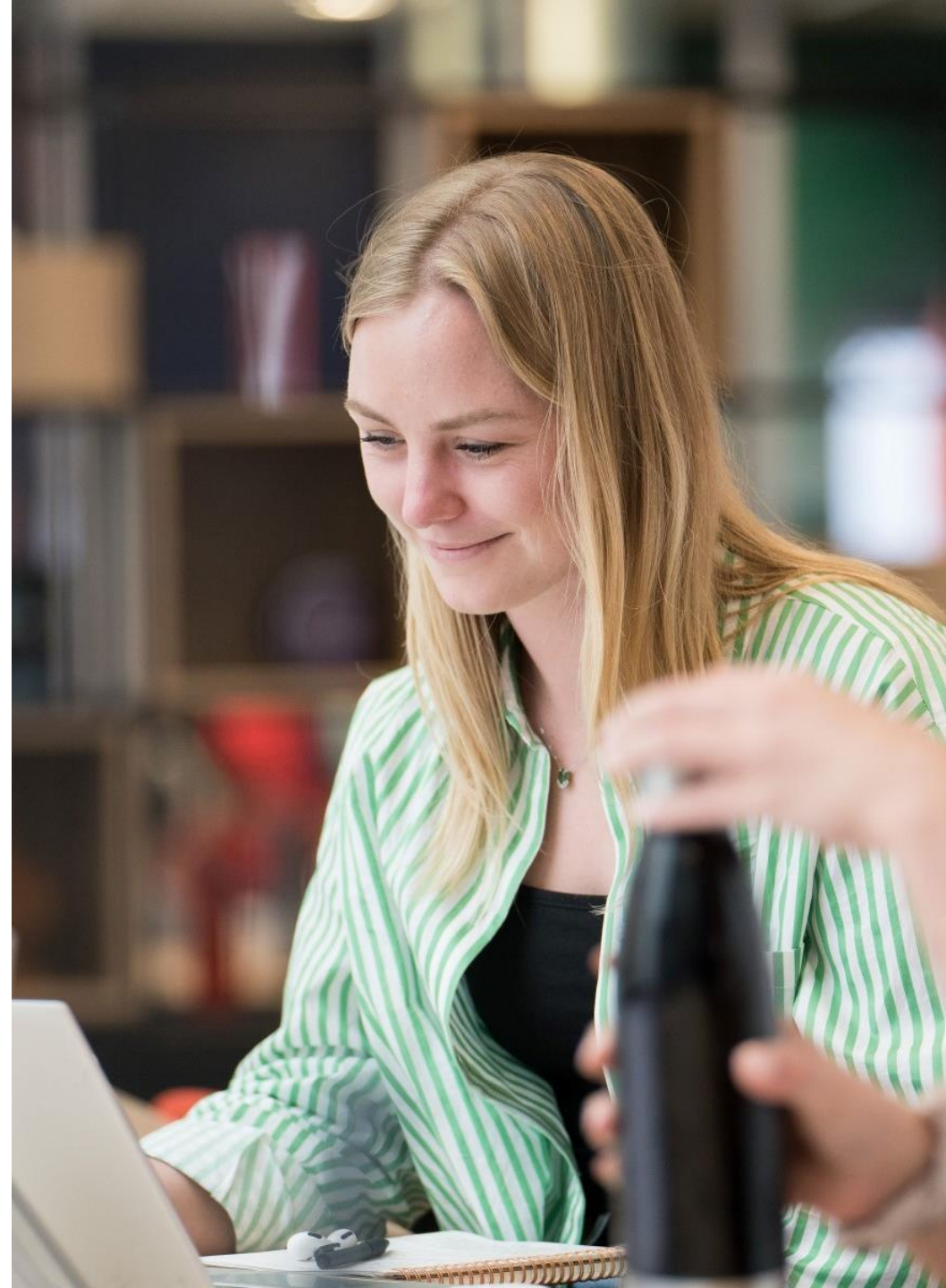
We provide monthly workshops for hiring line managers, focusing on how to run an inclusive interview process. Sessions encourage active participation on topics including writing inclusive job adverts, hiring for disability & neurodiversity and inclusive interview skills as well as identifying and overcoming different types of bias and decoding language. Since doing this initiative, hires of women have increased by 4.98% for MG OMD and 5.68% for OMD UK.

## **SALARY BENCHMARKING**

Although the Gender Pay Gap does not provide any insight into Equal Pay (the legal obligation to pay men and women equally for work of equal value) our OMD UK People Team benchmark all salaries bi-annually, enabling us to identify and address gaps where appropriate.

## **INCLUSION & BELONGING**

We run regular Inclusion and Belonging educational workshops, including our 'Building an Inclusive Culture Together' programme which is a mandatory training session for all employees.



# WORKING TO CLOSE THE GAP

## **ALL IN CHAMPIONS**

We continue to actively support the industry's All In Actions designed to increase belonging and create a more inclusive industry, and we were one of the first agency groups to be awarded All In Champion status and maintain it with our continued efforts.

## **MENTAL HEALTH**

Our support extends beyond training to mental health maintenance, with the option to participate in free and confidential talking therapy through our partnership with Self Space. Through this partnership we have also offered workshops covering topics such as Navigating Loss and Uncertainty, Challenging Self-Limiting Beliefs, and Setting Healthy Boundaries.

## **EMPLOYEE ADVISORY GROUPS**

We have nine Advisory Groups that are instrumental in creating a truly inclusive environment at OMD UK, including OMD Women and our Working Parents Group who offer support and education for all women and allies across OMD through events, workshops and regular opportunities to share experiences.

## **OMNIWOMEN**

Omniewomen, an Omnicom-wide employee resource group, serves as a catalyst for increasing the influence and number of women leaders throughout the Omnicom network. In the UK, one of the key initiatives every year is the Omniewomen + Allies event aimed at supporting and inspiring our future leaders.

## **ENHANCED FAMILY BENEFITS**

We give additional benefits for parents through enhanced Maternity, Adoption, Surrogacy, Shared Parental Leave and Paternity financial packages, including return to work bonus and flexible working options.

## **REBOOT: RETURN TO WORK PROGRAMME**

We have created Reboot: Return to Work – a structured return to work programme for those returning from maternity, adoption, surrogacy or shared parental leave.

## **RECOGNISING THE DIVERSITY OF NEEDS**

We continue to evolve our policies to reflect our employee's needs. Policies include Fertility & Trying to Conceive, Neonatal, Miscarriage & Pregnancy Loss, Menopause (including free access to the Bupa Menopause Plan), Supporting Carers and Time Off For Dependants

## **GROUP WIDE MENTORING**

In 2023 we launched an OMD-wide mentoring programme which has been created with inclusivity in mind - mentees are able to request a mentor match based on specific intersections/communities (such as ethnicity/multicultural, disability or LGBTQ+) or experiences (such as working parent, a carer).

## **CAREER PROGRESSION**

Our commitment to supporting career progression is at the heart of our mentoring programme, and in our most recent cohort 62% of participants from MG OMD are women, and 52% at OMD UK, enabling females to advance their career with the guidance and support from colleagues.

# GENDER PAY GAP REPORT 2024

I confirm that the statistics reported are accurate and have been calculated according to the requirements of the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.



Handwritten signature of Natalie Bell in black ink.

**NATALIE BELL**  
CEO MG OMD



Handwritten signature of Suzy Ryder in black ink.

**SUZY RYDER**  
CEO OMD UK

