

# DIGITAS GENDER PAY GAP REPORT 2023



# MESSAGE FROM AGENCY CEO



Despite the strong female representation across Digitas UK and reducing the median from 26.7% in April 2022 to 24.8% in April 2023, we still have a significant gender pay gap.

We have an opportunity to help women rise through the mid-levels of the agency to more senior roles in the future. Doing so will help us create a more diverse and representative agency, and will help close the gender pay gap.

We're committed to driving sustainable change and building an environment where everyone can thrive. This change won't happen overnight and we have a long way to go but I'm confident we're on the right track. Different backgrounds, perspectives, expertise and experience lead to thriving teams and better work and that's what we're building at Digitas UK.

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# THE GENDER PAY GAP EXPLANATION AND RESULTS

The gender pay gap is the difference in average pay between men and women in an organisation. Digitas' UK Gender Pay Gap for 2023 is 24.8%. The pay gap is different from Equal Pay which is defined as "the right for men and women to be paid the same when doing the same, or equivalent, work" (Equality Act, 2010). The following has been calculated using the Government guideline calculations to determine our Gender Pay Gap for 2023.

	Salary Pay Gap	Bonus Pay Gap
<b>Mean</b>	12.6%	26.8%
<b>Median</b>	24.8%	39.4%

% M/F	Male	Female
<b>Upper</b>	54.2%	45.8%
<b>Upper Middle</b>	59%	41%
<b>Lower Middle</b>	39.3%	60.7%
<b>Lower</b>	36.9%	63.1%

Bonus	Male	Female
<b>% Received</b>	61.4%	60.8%

## What does our Gender Pay Gap data tell us?

Despite having strong female representation across the agency, we still have a significant gender pay gap across the agency and particularly in the mid quartiles.

We continue to focus on the actions that will reduce our gender pay gap as we take important steps to create a more diverse and representative agency. We have a great opportunity to help women in the mid quartiles to grow and take more senior roles in the future. This is an ongoing area of focus.

# PROGRESS AND OUR PLAN TO CLOSE THE GAP:

Digitas Next is a core strategy for Digitas. We continue to build a sustainable pipeline of talent through our early careers programme. Bringing diversity of thought and reaching those that might not have equal opportunity with our core partners Multiverse and Generation led to us hiring nine apprentices and four entry level joiners in 2023. These individuals joined us in the second half of the year and over half of the total entry level joiners are women.

Within Digitas we built a partnership with social enterprise Next Tech Girls in 2022. In 2023 we co-launched a nationwide workshop encouraging young girls to pursue a career in tech. We hosted two work experience programmes together and are already seeing the impact of our partnership.

To ensure women have every opportunity to grow and develop their careers at Digitas, we've developed our 'expectations framework' which provides a clear structure on development expectation and pathway to promotion. The framework details the values, behaviours and competencies that drive successful performance, cumulatively up through role levels. It forms the basis of all talent practices including job descriptions, recruitment and selection, performance management, pay and reward, learning and career development. It includes expectations for each department across each level with specialist craft skills, providing clarity and transparency for both individuals and managers.

We continue to run a comprehensive training programme to help our people develop and grow. Our mentorship programme is aimed specifically at our mid-level women. The aim of this programme is to support and sponsor women to develop themselves, understand their personal value and unlock hidden potential. It's also an opportunity for the participants to network with their colleagues across the agency and be mentored by senior female leaders.

# PROGRESS AND OUR PLAN TO CLOSE THE GAP:

We aim to create a culture of equality where everyone feels represented and can belong. We do this by weaving DE&I into the way we do business through our people, our products and our processes. We run an annual engagement survey and have seen our DE&I favourable responses increase by 11% from 2021 since we introduced a joined up DE&I strategy. DE&I is now the highest scoring section of the engagement survey with our people stating that they believe we have an inclusive culture where difference is embraced. The value of embedding DE&I through our employee experience has had an incredibly positive impact on our engagement and culture at Digitas. Individuals feel free and happy to be themselves at work, driving collaboration and productivity.

Across Publicis Groupe UK, we evolved our 'Life Stages' programme improving our maternity/pregnancy, paternity/second parent/adoption and shared parental leave so employees are now eligible for the enhanced policy after six months with the agency (previously a year).

We continue to educate and support our people on topics such as the menopause, supporting working parents and wellbeing and mental health with menopause awareness sessions and workshops, and a webinar with &Beyond. We set up a working caregivers working group to look at what support measures and programming we can put in place to support our colleagues. We will continue this work throughout 2024 and beyond.

We supported our employee action groups, VivaWomen! and EMBRACE, which were active this year in supporting women and their development through events such as speed mentoring and workshops on career development, and understanding and supporting the mental health and wellbeing of women of colour and Black women at work.

Working with our partners at Catalyst, we introduced new MARC Foundations gender equity training to raise awareness of the benefits of gender equity to people of all genders.

# FAQ AND DEFINITIONS

## **What is the gender pay gap?**

The gender pay gap is the difference in average and median hourly earnings between men and women. This is calculated by looking at all employees' salaries across an organisation, regardless of their job role or level. Gender pay gap reporting was introduced in April 2017 for organisations with more than 250 employees at the snapshot date (5 April each year).

## **Does a gender pay gap mean an equal pay issue?**

No. Gender pay is different to equal pay which is defined as "the right for men and women to be paid the same when doing the same, or equivalent, work". It is illegal to pay people differently for the same or equivalent work because of their gender and has been since the Equal Pay Act was introduced in 1970.

## **Why do we have a gender pay gap?**

A gender pay gap can be caused by a number of factors such as having more men than women in high earning roles or more women working part-time.

## **What is the reporting period?**

The salary data is taken from a snapshot of payroll on 5 April 2023 and the bonus data covers the 12 months leading up to that date.

## **Which employees are included in this report?**

The figures cover all employees who have a permanent or fixed term contract (full or part time) and are paid through our payroll system. The data does not cover employees who are being paid a reduced rate or not being paid due to being on maternity, paternity, adoption, shared parental leave or an unpaid sabbatical for example).

# FAQ AND DEFINITIONS

## **How have you calculated bonus payments?**

Bonus calculations include performance incentives, commission payments and stock option payments.

## **What is the median pay gap?**

This is calculated by listing all employees' hourly pay from highest to lowest, and then comparing the midpoint (the numbers that fall in the middle) for men with the midpoint for women. The difference between the two is the median pay gap, shown as a percentage.

## **What is the mean pay gap?**

This is calculated by adding up all employees' hourly pay and dividing it by the number of employees. The pay gap is the difference between the mean (average) figures for men and for women, which is reported as a percentage.

## **What is the bonus gap?**

The mean and median bonus gaps are the difference between the mean and median bonus pay received by male and female employees in the 12 months ending on 5 April 2023. This applies to all employees, even if they're not in full pay on the snapshot date. We also report on the percentage of male and female employees that receive a bonus in the year.

## **What is a pay quartile?**

Employers must sort their full pay employees into a list based on hourly pay, in highest to lowest order, and then split this list into four equal parts which shows how many men and women fall into each of the pay quartiles.