



# DigitasLBi Ltd

## Gender Pay Gap 2018



Digitas



**Sue Frogley**  
**Publicis Media UK CEO**

Since we last reported our gender pay gap data (Gender Pay Gap Report 2017) we have made progress across the initiatives we put in place.

Although change does not happen overnight I am confident our initiatives are taking the business in the right direction and we will look to broaden and expand these throughout 2019.

Our Women in Tech initiative is already well-established and hugely popular across the business and at the end of last year we announced a move to a new fully flexible way of working for all 2,500 employees. We are close to introducing a Future Female leaders programme and have launched a survey to help provide us with more insight into key challenges facing females in relation to career development. Last year we promoted and appointed a number of females into our most senior positions including Natalie Cummins CEO Zenith, Dani Bassil CEO Digitas, Emma de la Fosse CCO Digitas and Jodie Stranger Global Chief Client Officer, Starcom. I am also especially proud of our apprentice scheme which we are looking to expand further in 2019. (You can see the full list of our initiatives and commitments below).

We still have much work to do however at Publicis Media we remain committed to closing the gender pay gap. I believe that the initiatives we have in place will transform our workplace culture to provide greater diversity, inclusivity and opportunity for all.

**The Gender Pay Gap**

The gender pay gap is the difference in average pay between men and women in an organisation. DigitasLBI Ltd's median gender pay gap for 2018 is 29.2%.

DigitasLBI Ltd's mean pay gap is 26.3%.

In addition, average median bonus payments to men were -1.9% lower than bonus payments paid to female colleagues. On a mean basis, the gap sits at 89.9%.

The percentage of male colleagues who receive a bonus is 8.7% compared to 3.1% for females.

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 2018.

	Salary Pay Gap	Bonus Pay Gap
Median	29.2%	-1.9%
Mean	26.3%	89.9%

% M/F	M	F
Upper	68.1%	31.9%
Upper Middle	70.5%	29.5%
Lower Middle	48.9%	51.1%
Lower	43.3%	56.7%

Bonus	M	F
% Received	8.7%	3.1%

**Our Commitment (Closing the Gap)**

In 2018 Digitas was integrated into Publicis Media and we have aligned our commitments

**Promotions**

In 2018, we promoted and appointed several females into senior positions within Publicis Media UK including two CEOs (Zenith & Digitas) and a Chief Creative Officer (Digitas). We remain committed to ensuring our female talent have every opportunity to reach the most senior positions within the business.

**Flexible Working**

In October we announced a new flexible working policy which allows our talent to structure a working day that better meets their needs and that of the wider business. We believe this policy will engender greater diversity of talent as well as promoting a better work life balance.

**Next Generation Board (NGB)**

Our team of future leaders – which this year is made up of 80% women – are selected via a comprehensive interview process and report directly to Sue Frogley, CEO Publicis Media UK. The NGB is a reflection of our future workforce and leadership and they are tasked with driving cultural change and innovation across Publicis Media.



## Women in Tech

In its first year, Women in Tech has gone from strength to strength. The initiative works to educate employees on emerging technologies and is aimed at inspiring women towards a career in tech. We have run a number of successful collaborative sessions with external senior female speakers.

## Viva Women

Publicis Media fully participates and supports Viva Women events and initiatives. The Viva Women STEM empowerment programme has been developed and will be launched as a pilot in 2019. The key focus on this programme is to attract, support and develop females into STEM careers

## Maternity coaching and parenting programme

This was successfully piloted in 2018 with further plans to extend this in 2019 including supporting females returning to work after maternity leave. We are looking to extend a programme out to support fathers in the workplace. We are supporters of Shared Parental leave and have seen a good uptake of this since it was introduced.

## L&D Programmes

We continue to run a comprehensive L&D programme including interviewing skills training, diversity and inclusion. An expectations framework has been developed and launched and will provide a clearer structure on development expectation and path way to promotion.

## Future Female Leaders Agenda

We are currently working towards launching a Future Females Leaders programme and have just undertaken a survey to help provide us with more insight into key challenges facing females in the workplace in relation to career development

## Recruitment

In 2018, across Publicis Media 60% of our new hires were female and this includes more females being hired at senior levels. We will also pilot a platform-based psychometric recruitment assessment tool where job applications are evaluated and selected based on a unbiased scoring mechanism for entry level roles. We continue to focus on recruiting fairly, inclusively and without unconscious bias.

## Apprentice programme

2018 saw the hiring of our biggest cohort of apprentices to date, enabling a group of truly diverse non-graduates to join us who get both on the job experience and a strong training and development programme. The apprentices are split over a range of roles across the Publicis Media agencies. In 2019, we will be expanding the programme and increasing the number of apprentices we hire.



**Annette King**  
CEO, Publicis Groupe UK

Talent is at the heart of everything we do at Publicis Groupe UK and we are committed in our ambition to being a company that provides equal, accessible opportunities for everyone.

I am proud that we have deployed a series of ambitious programmes across our UK agencies to help achieve a better balance of gender at senior levels. Although these are relatively new, we are already seeing progress in some areas. The simple truth is that we are on a journey, there will always be room for improvement and it's essential we talk, review and redress how we are going to embrace a better and more transformative workplace.

Over the last year, we have welcomed more female leaders across Publicis Groupe UK; Jo Coombs (COO, Publicis Groupe UK), Anna Campbell (CGO, Publicis Groupe UK), Paula Cunnington (CTO, Publicis Groupe UK) and Emma de la Fosse (CCO, Digitas) who join our ever-growing pool of senior female talent including Sue Frogley (CEO, Publicis Media), Kate Stanners (Chairwoman and global CCO, Saatchi & Saatchi), Fura Johannesdottir (ECD, Publicis.Sapient), Chaka Sobhani (CCO, Leo Burnett London), Larissa Vince (Managing Director, Saatchi & Saatchi London), Natalie Cummins (CEO, Zenith UK), Karen Martin (Managing Director, BBH) and Dani Bassill (CEO, Digitas).

Globally, our supervisory board is made up of equal numbers of women and men. Our Diversity & Inclusion initiatives, led by Anne-Gabrielle Heilbronner of the Directoire and Groupe Secretary General, are an everyday priority for Publicis Groupe and our agencies. These initiatives, including VivaWomen!, LGBT movement Égalité, and the Women's Forum actively push diversity and inclusion across many platforms.