

DIGITAS

# Gender Pay Gap Report

2022





“At Digitas UK, our motto is happy people, doing brilliant work for clients that love us.”

Dani Bassil,  
CEO of Digitas

I'm proud this rings true across all levels at our agency and I'm proud of the strong female representation across the company. Despite this, we have a lot of work to do to close our gender pay gap.

In 2021, we introduced a range of programmes to create a more representative agency and over time, close the gender pay gap. I'm pleased that our median gender pay gap has reduced from 30% to 28.2%. Our median bonus pay gap also reduced from 76% to 50%. Although these figures are still far from where we want to be, it shows we're on the right trajectory and moving closer to our ambition.

We recognise the need for greater support and flexibility for women to progress their careers and take up more senior roles, and that's why we have comprehensive learning and development programmes to inspire women within our network to develop their career in area such as tech.

Last year we introduced a range of family friendly policies, enhancing our maternity, paternity, second parent, adoption, surrogacy and other packages and a menopause programme to ensure anyone can thrive at Digitas UK, whatever they're going through.

## Gender pay gap explanation and results:

The gender pay gap is the difference in average pay between men and women in an organisation. Digitas median gender pay gap for 2021 is 28.2%. The gender 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 2021.

	Salary Pay Gap	Bonus Pay Gap
Mean	19.2%	-44.7%
Median	28.2%	50%
% M/F	M	F
Upper	63.2%	36.8%
Upper Middle	64.7%	35.3%
Lower Middle	32.3%	67.7%
Lower	29.3%	70.7%
Bonus	M	F
% Received	12.8%	14.6%



# FAQ's 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 2021 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).

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

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

## **Has salary sacrifice been included in this year's report?**

On the snapshot date of 5 April 2020, our highest earners had made a temporary salary sacrifice of between 10 and 20 per cent and this is reflected in the numbers reported.

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

This is calculated by listing all employees' hourly pay from highest to lowest, and then comparing the midpoint figure (the number that falls in the middle) for men with the midpoint figure 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 2021. 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.

## **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 mid quartiles.

Our gender pay gap has identified areas of focus for us. We have a great opportunity to help our own people within the mid quartiles to grow and take more senior roles in the future. This is something we plan to do over the coming years and will help us take important steps to create a more diverse and representative agency and close the gender pay gap.

## **Progress and our plan to close the Gap:**

### **Diversity, Equity & Inclusion**

Our D,E&I ambition at Digitas is to eventually become the most diverse and inclusive agency in the UK. We aim to create a culture of equality where everyone feels represented and can belong. We do this by weaving D,E&I into the way we do business through our people, our products and our processes.

In 2020 we launched a D,E&I council that is made up of 20 Diversity & Inclusion Champions from across the agency. The D,E&I Council have created a Digitas D,E&I Manifesto which the Council is working hard to embed within the agency. The D,E&I Council partnered with the Publicis Groupe UK recruitment team using our own tech capabilities to create a CV anonymisation tool which identifies and removes personal details which can lead to the age, gender, ethnicity or other characteristics being disclosed to those involved in the recruitment process. This helps to remove unconscious bias from the recruitment process. After being developed and trialed in Digitas, the tool is now in use across the Publicis Groupe agencies in the UK. The D,E&I Council is also helping driving D,E&I initiatives forward as well as looking at fair and consistent ways of working, and connecting Digitas to the Publicis Groupe UK employee action groups, enABLE, EMBRACE, VivaWomen! and Egalité.

In 2021 we have increased our focus on our data with our amazing Data and Analytics team working to create a people dashboard. The dashboard will allow us to track our Gender Pay Gap to help us measure progress to ensure we are continuously moving forward on our diversity agenda.



### **Development & Opportunities**

We remain committed to ensuring our women have every opportunity to grow and develop their careers at Digitas. An 'expectations framework' has been developed and launched and will provide a clear structure on development expectation and pathway to promotion. As well as ensuring all our open roles are publicised internally and greater transparency in our recruitment processes, we continue to run a comprehensive L&D programme to help our people develop and grow as well as brave space sessions to discuss diversity and inclusion.

### **Recruitment**

In 2021, we have rolled out inclusive recruitment training which all our hiring managers and Interviewers must complete. This training focuses on being consciously inclusive when recruiting and includes unconscious bias training. This training sits alongside our CV anonymisation tool.

### **Apprenticeship Programme**

Our apprenticeship programme provides our apprentices with on the job experience and a strong training and development programme. In 2021, we expanded our programme and welcomed five women apprentices across Data and Strategy.

**We remain committed  
to ensuring our women  
have every opportunity  
to grow and develop  
their careers at Digitas**

---

### **Inclusive Policies**

We continue to develop and update our policies to attract and retain women. This includes the introduction of the family friendly policies with training to embed these policies and raise awareness of the issues surrounding them.



## Message from Annette King, CEO of Publicis Groupe UK



Gender equity is a strategic priority for Publicis Groupe. We aim to have women occupying 45% of senior leadership roles by 2025. In the UK, we have a strategy in place to achieve this target and continue to make good progress in reducing the Gender Pay Gap across our agencies.

Four out of the five agencies that report their Gender Pay Gap, Zenith, Starcom, Saatchi & Saatchi, Digitas and BBH, are led by women and within our Publicis Health division, which reports its Gender Pay Gap as one entity, two of our three agency leaders are women.

In the past year, we've restated our commitment to DE&I, building on our core 'Viva La Difference' principle, and outlined our strategy to build a consciously inclusive culture that actively welcomes and values difference. In 2021, we introduced a range of policies and programmes to help attract more women into our business and create the conditions for them to thrive. These cover menopause, maternity, paternity, shared parental leave, adoption, surrogacy, pregnancy loss and fertility.

I'm confident that, initiatives like these will help attract more women into our business and create the conditions for them to thrive, no matter what their responsibilities outside work, reducing our Gender Pay Gap over the coming years.

