

DDDB UUUK

Gender Pay Gap Report 2023
adam&eveDDB

This report reflects data from employees who work within DDB UK Limited – the legal entity that includes adam&eveDDB, and cain&abel.

I can confirm that the figures included within this report are accurate and in accordance with the regulations.

Whilst there is still much work to do, our six-year narrative presents a gender pay gap that's been decreasing steadily with mean and median gaps shrinking significantly. Our female representation in top-tier roles has increased in unison. As we embark on 2024, these improvements are correlated to our blueprint for growth, steered by our CEO, Miranda Hipwell.

We're commitment to delivering commercial growth alongside our delivery on our pledge to equality.

As of April 30, 2023, Tribal employees have transitioned out of our legal entity. This report includes an adjusted analysis to account for their departure, ensuring our statistics accurately mirror our current organisation. Notably, the overall mean and median pay gaps show minimal fluctuation, while the median bonus gap presents a greater variance, attributable to the proportion of employees receiving bonuses.



Mark Watkins
Chief Financial Officer, DDB UK

A word from Miranda Hipwell, CEO

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Addressing the gender pay gap is a reflection of our core values at adam&eveDDB. Diversity and inclusion are at the heart of what we do and central to us shaping a culture where every individual is welcomed, valued and rewarded equitably. Our commitment to transparency in gender pay gap reporting is essential to realising a more inclusive future, ensuring equal opportunities for all.

Our

**Gender
Pay Gap**

Analysing the provided data, DDB UK has made substantial strides in gender pay equality. The mean gender pay gap has decreased from 38.1% in 2017 to 20.4% in 2023, while the median gap has more than halved, from 34.2% to 14.8%. These improvements reflect consistent, year-on-year progress. Moreover, the proportion of women has remained steady at approximately 50%, yet their distribution within the pay scale has notably improved, with a decrease in the lower quartile and a substantial increase in the upper quartile, indicating a successful push towards higher-earning positions for women.

The departure of Tribal employees from DDB UK has provided an opportunity to reassess our gender pay data with fresh perspective. The adjusted figures reveal a nuanced picture: while the mean gender pay gap shows a slight increase from 20.4% to 22.4% when excluding Tribal, the median gender pay gap slightly decreases to 14.3%. This suggests a relatively stable gender pay environment within the remaining structure.

	Reportable statistics	Excluding Tribal
Mean gender pay gap	20.4%	22.4%
Median gender pay gap	14.8%	14.3%
Mean bonus gap	1.9%	9.2%
Median bonus gap	-4.3%	79.8%
Proportion of men receiving a bonus	18.6%	18.2%
Proportion of women receiving a bonus	9.8%	9.3%
Lower quartile (percentage women)	60.2%	61.7%
Lower-mid quartile (percentage women)	50.4%	52.1%
Upper-mid quartile (percentage women)	56.4%	59.6%
Upper quartile (percentage women)	36.4%	39.4%

The more significant variance is seen in the median bonus gap, jumping to 79.8% from -4.3%, reflecting the variable nature of bonuses and their distribution among a smaller, more selective group of employees. Interestingly, the bonus gap widens when considering only those who received a bonus, highlighting an area for targeted intervention.

Looking at the quartile distribution, the exclusion of Tribal results in a slight increase in the representation of women across all quartiles, with the most substantial increase in the lower quartile. This indicates a positive shift towards a more balanced gender distribution, particularly in entry-level positions.

The data underscores the importance of continuing to advance women into higher-paying roles and addressing the factors contributing to the bonus gap. Moving forward, DDB UK will continue to prioritize initiatives that support the growth and promotion of women such as the ongoing commitment to coaching, learning and development, particularly in senior and high-earning roles, to ensure a more equitable and inclusive workplace.

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DDB UK is committed to shaping a future-ready agency, championing diversity and debunking industry stereotypes. Our approach involves fostering talent through initiatives like the Creative Comeback Program, spearheading equitable recruitment practices, and nurturing talent across all levels with comprehensive support and mentorship programs. We're committed to continuous learning through inclusive programs and ensuring our practices are free from bias. Additionally, our efforts extend to advocating for underrepresented voices in the creative sphere and partnering with organizations to co-create with diverse groups, all of which demonstrate our dedication to diversity, equity, and inclusion.

1. First Bite Initiative: Charting New Horizons in Diverse Talent Acquisition

Building on the success of its inaugural year, DDB UK First Bite programme enters its second year as a beacon for diversifying talent within the advertising industry. This six-month paid placement scheme is especially designed to open doors for underrepresented groups across Creative, Planning, and Account Management, aligning with our vision for a more diverse and dynamic workforce.

First Bite isn't just about opening opportunities; it's about integrating fresh, diverse perspectives that enrich our creative output. By directly hiring from the project, we're not only nurturing talent but also weaving a broader range of skills and insights into the fabric of our agency.

This initiative demonstrates our commitment to evolving beyond traditional recruitment pathways, ensuring our team's capabilities are as multifaceted as the audiences we engage with. As we continue to lead the industry First Bite stands as a testament to our dedication to growth, inclusion, and the power of a diverse skill set.

2. Empowerment at Every Stage: DDB's Commitment to Women's Career Advancement

In 2022, DDB UK fortified its commitment to nurturing women's careers by continuing the Career Counsellor Programme—a 6-month personalized initiative that breaks down professional barriers for women and ethnically diverse talent, offering them a direct line to industry leaders.

We've embraced work flexibility with our Four&Flex policy as a catalyst for innovation, allowing our team to design their roles around their lives, not the other way around.

Our updated Family Forming Policy, including extended leave, supports our team through major life milestones, ensuring they return to work feeling valued and understood. Our bi-annual review of Women's Health Policies underscores our dedication to the well-being of our employees, with 2023 seeing significant enhancements addressing a spectrum of health issues from menopause to fertility.

At DDB UK we're crafting a culture where every woman has the support to succeed and the opportunity to reach their full potential.

3. Elevating Expertise: Time2 Training for Diversity and Inclusion Mastery

In the spirit of continuous evolution, DDB UK ran mandatory timeTo training for all employees in 2023. These sessions covered sexual harassment awareness training because we firmly believe that everyone working at our agency, regardless of age, gender, ethnicity, sexual orientation, socioeconomic background, role, or level, should be free to work within a safe environment without fear of harassment.

Furthermore, our Talent Assessments and Performance Reviews are undergoing a revolution with the introduction of Talent Indices. This system is engineered to transcend traditional evaluation metrics, embracing diversity-focused practices

that mirror our creative ethos. It's more than just training; it's a transformation of our agency's DNA, embedding the principles of diversity and inclusion into every aspect of our talent development process. This initiative is reflective of our larger goal: to shape not only the narrative of brands but also the narrative of the advertising industry towards a more inclusive future.

Looking

to the

Future

The DDB UK gender pay gap report reveals a consistent improvement over the years, with a near halving of the mean pay gap and a significant reduction in the median pay gap. Going forward, the focus will be on increasing female representation in higher-paid creative roles and addressing the underrepresentation of women in the upper pay quartile. Steps will include examining seniority and career progression barriers, ensuring a robust pipeline for female talent, and continuing to refine recruitment and retention strategies. These efforts aim to foster a more equitable workplace and reduce gender pay disparities further.

A notable statistic is the increase in women's representation in the higher pay quartile, reflecting success in advancing women into senior roles. However, addressing the gender imbalance across every facet of the agency including creative is a priority, as this area still shows male dominance and is crucial to further reducing the pay gap. The focus going forward is to strengthen the pipeline for female talent to ensure continued progress as we look to the future.

Thank you