

GENDER PAY GAP REPORT

Ogilvy

2022

FOREWORD BY **FIONA GORDON** & **ELAINE GRELL**



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GORDON**
(she/her)
CEO UK,
Ogilvy



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CPO UK and EMEA,
Ogilvy

A year and a half into my leadership role, I can now say with pride and confidence that we have built a more diverse team of leaders at Ogilvy UK. Adding to a growing list of senior female appointments including Jo Arden as Chief Strategy Officer and Laura Vipond as Chief Growth Officer, last summer we were pleased to appoint our new Chief People Officer, Elaine Grell. Elaine brings with her rich and varied HR experience. Having Elaine on board has enabled us to make strides in strengthening our culture of inclusion and belonging.

Together, we have made strategic choices in capabilities and talent for the business, one of the key ones being the investment in a Director of Diversity, Equity & Inclusion role. Elaine and I both believe, that in today's context, having a focused agenda and approach for DEI is business critical.

A lot has happened over the past few years. As we returned to the office post-pandemic, Ogilvy has adopted a hybrid working model with defined core working hours (10am – 4pm). This flexibility has allowed all our employees to work efficiently in the “new normal”, plus it supports parents, carers, and employees with their responsibilities both in and outside of work.

Women's health and the types of support women and non-binary people need through different stages in life has been a core thought in our recent work at Ogilvy. This includes our menopause support policies, making us the UK's first menopause accredited advertising agency. The agency has also launched fertility testing support as a benefit that employees can opt for. Also new to our offering is a shared parental leave policy, and enhanced paternity leave which enables parental responsibilities to be shared more equally between parents.

Additionally, learning and development continues to be a key area of focus. Last year we had two full “Learning Days” where we closed the agency from day-to-day work and focused on our people's development needs, through engaging sessions hosted by internal and external speakers. We also doubled our intake of apprentices and interns from 2021. The continued success of our Pipe apprenticeship programme, saw 100% of our apprentices completing their apprenticeship. Our flagship career development initiatives for female talent like 30for30 (focused on building the next generation of female leaders) and Elevate (focused on career progress of Black female talent into senior roles), saw great traction and we will continue to strengthen these offerings.

In the spirit of equality, many of these initiatives and policies have supported women, men and non-binary people. We believe, this will raise awareness amongst men, which in turn will strengthen allyship for the women in their lives, thus leading to positive impact on gender pay gap in the society.

Despite the industry-leading work we have done on this front, we know we have more to do. We are committed to this and continue to make this a priority. Given the complexity and evolving nature of our business and the economic landscape, we do know that our work may not always immediately be reflected in the numbers. It's important that we keep working in the right direction and continue to challenge and break barriers.

We confirm that the information in this report is accurate and prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

GENDER PAY GAP STATISTICS

The gender pay gap is not the same as equal pay, which is the legal requirement for men and women to be paid the same salary for carrying out the same or similar work. The gender pay gap reports the difference (mean and median) in hourly pay between all men and women in an organisation.



Context:

While looking at these numbers it is important to keep in mind that our organisation size and structure continues to evolve in line with strategic priorities. This has an impact on our employee base, both in terms of numbers and distribution across gender.

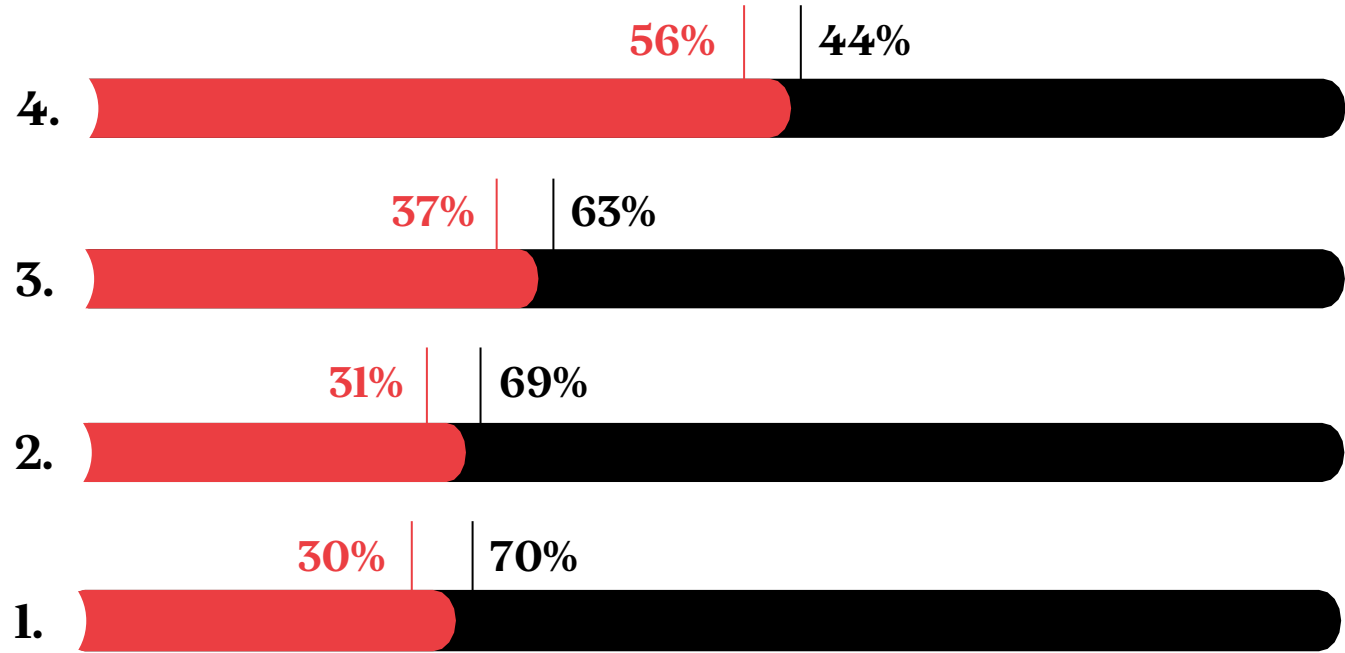


Proportion of employees in each pay quartile according to gender:

The image below shows the proportion of male and female employees in four pay bands (quartiles), ranging from the highest earners in the upper quartile to the lowest earners in the lower quartile and are not in relation to like-for-like roles.

QUARTILE

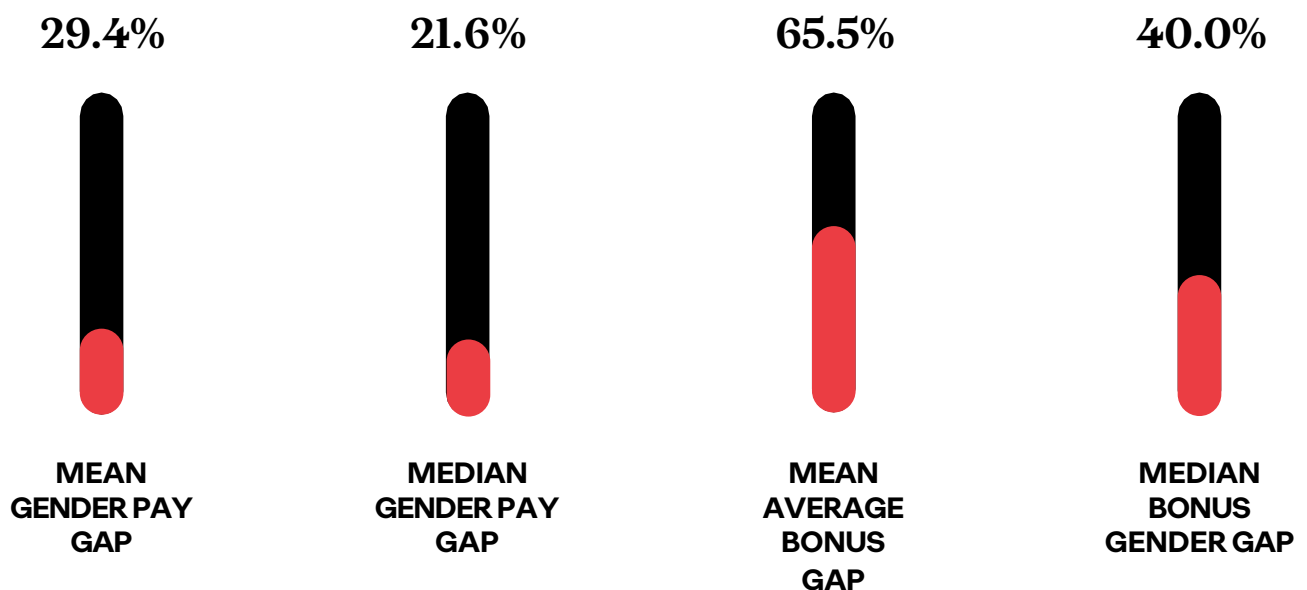
MALE ● FEMALE ●



GENDER PAY GAP STATISTICS

Overall, we have seen a positive shift in our ratio of women and men across most of the quartiles. This is an encouraging shift and gives us the confidence that we are working in the right direction.

Below you can see the **mean and median gender pay gaps and bonus pay gaps**. The median gender pay gap/bonus is calculated by comparing the mid-point values between the pay received by men and women.



Below is the **proportion of employees getting a bonus at Ogilvy broken down by percentage of women and percentage of men.**



20.9%

of **men** received a bonus, this equates to 58 men



18.4%

of **women** received a bonus, this equates to 85 women

This gap in this distribution has progressed positively and we will continue to maintain this focus.

THOUGHTS FROM **OUR NEW DIRECTOR,** DE&I



MATT FOSTER
(he/him)

2022 was a significant year for Ogilvy, in which our ambitions to achieve greater diversity, equity and inclusion (DEI) for our people were strengthened through key senior hires that are leading our change agenda. This includes my own appointment as the Director of Diversity, Equity and Inclusion, which is a newly created and 100% dedicated role.

My role has ultimate accountability for delivering on our DEI strategy, which takes an integrated approach in which DEI best practice is built into business operations and people systems, as well as into the creation of a stronger culture of belonging.


Overall, Ogilvy has done tremendous work across the DEI spectrum, with a focus on gender, over the last couple of years. While focused efforts have been made to strengthen female representation across all parts of our business, including leadership roles, our approach has been to recognise that this will be the outcome of creating the right conditions for women to continue to thrive at Ogilvy.



CASE STUDIES

These case studies showcase our work in the direction of reduction of our gender pay gap and strengthening our culture of belonging.

Here you will hear our employees talk about how our inclusive policies have helped them, what difference it has made to their lives and what they are doing to pay it forward.





LAURA VIPOND

(she/her)

Chief Growth Officer

NEW LEADER, MOTHER & EMPLOYEE NETWORK LEAD

Some pitches last longer than my pregnancy. That's probably not the only similarity between pitching and having a baby, but it's safe to say one is definitely life changing. I joined Ogilvy from maternity leave, using the time away from my desk to consider what I really wanted from my next new business role.

As a working mother, I was drawn to Ogilvy's majority female leadership. 100% of the agency's business units are led by women, and together we make up 66% of the leadership team. Not many agencies can boast those kinds of figures.

Now 9 months into the job (and yes, I'm still working on a pitch that started in my first week), I have been hugely supported as a returning parent to Ogilvy. The combination of an empathetic, respectful agency culture with operational flexibility in 3:2 hybrid working and 10am-4pm core hours has meant I've been able to successfully balance work and life as a new mum.

This has given me a real sense of belonging and inclusion at Ogilvy, and I see my role now is to ensure I pay forward this experience. As a working mother with a young child in a senior position, it's important I walk the walk and set an example for other women in the agency. I am also an Executive Chair of our Parents & Carers Network, an internal group encompassing all types of caring responsibilities, either for family, friends or as volunteers.

As Chief Growth Officer, I am acutely aware of the impact pitching has on people's mental health, and believe it is our responsibility to run sustainable pitches that recognise people's individual circumstances and wellbeing. As a member of the IPA New Business & Marketing Group, I am part of the team advocating for the Positive Pitch Pledge and proudly promote the pledge at Ogilvy as a signatory

LENS OF **OUR NEW** CPO

I am a curious person by nature and operate best when I am continuously learning and I knew that joining Ogilvy would continue to give me the growth that I was seeking. The challenge for me coming into Ogilvy in April 2022 was to learn the industry, but what made the transition much easier for me was the culture and values of Ogilvy. Everyone was very open, supportive, extremely welcoming and generous with their time.

The ability to work in a hybrid yet connected way is a game changer. I love the buzz of coming into the office, but there are times I prefer the quiet space that I get at home. My ageing mother has some health challenges, so the flexibility offered to be able to support her and to play my part with my siblings in managing her needs is invaluable. Truly invaluable.

Some of our latest offerings to support our people, like our support for menopause, family leave and hybrid working; have been really timely and have taken into account learnings from living through the pandemic. People have different needs at different times, and the notions of what is considered normal, for example the traditional family setup deserve to be challenged.



ELAINE GRELL

(she/her)

Chief People Officer,
UK & EMEA

I welcome the responsibility of my role as senior black female leader in the corporate world and marketing industry, especially as there aren't that many of us. It is a responsibility that I take extremely seriously. It also gives me an opportunity to effect change in the things that really matter to me and facilitate the growth and development of others.

Ogilvy UK's unique strength is operating in a market that has a rich pool of talent from all different walks of life, backgrounds, cultures, and religions. I want Ogilvy to be the leading agency when it comes to diversity, inclusion and representation. I will work with our leaders to really effect the changes and progress that we want to see and help them to create the impact required.





KARLA SMITH

(she/her)

Chief Financial Officer

STAIRWAY TO EXECUTIVE LEADERSHIP

I used to think that the leaders of an organisation had to have a clear vision and produce ground-breaking ideas. I have learnt through the years that brilliant leaders create the right conditions for their teams to generate ideas, enable these ideas to flourish, then drive these into becoming a reality. I have been lucky enough to work with many leaders who have empowered me and showcased my potential. Now as a member of the c-suite at Ogilvy, I am focused on paying it forwards and ensuring I create the right conditions for us to thrive as a team.

Ogilvy's offer of coaching for everyone in the organisation has been a gamechanger for me through this recent transition into organization leadership. The first time I worked with a career coach I was nervous, imposter syndrome striking, feeling a bit on edge, no idea how it was going to work or what was expected of me. I wasn't used to talking about me, or my style, or discussing my career journey with an external person. The opportunity to have access to a variety of external coaches enabled me to navigate the challenges that are a part of taking that big step.

Our hybrid working model at Ogilvy has been a huge catalyst for me too. I've worked part-time for 15 years to balance my family commitments with my career. The opportunity we have at Ogilvy to work up to three days outside of the office lead me to exploring the idea of working full-time again. It wasn't an easy decision, but two years down the line I know it was the right one for me. Knowing that I can still be around for breakfast or after school chats with my boys as well as being present for my colleagues and working full-time, but with a chunk of that from home, has been a big change and one, that I have relished.

MY CAREER AT OGILVY



STEPH POON

Community Manager &
Content Creator

My Ogilvy career began at an uncertain time, having joined during the COVID-19 pandemic. Despite the challenging start, I am grateful to say that my career at Ogilvy has launched promisingly and has already offered me diverse opportunities, which is something I appreciate as a Gen Zedder who took the apprenticeship route. After two years at Ogilvy, I started as a Global Account Coordinator and have recently moved on to a new role as the first hybrid Community Manager and Content Creator, an opportunity that I truly cherish.

At Ogilvy I have been given the opportunity to advocate for developing Ogilvy's culture, especially from a diversity, equity and inclusion perspective. As someone from a minority ethnic background, I have lived experience of the challenges people like me can face. Growing up I never saw role models that looked like me, so it was important to find somewhere I could become a role model myself. I have been able to do this through my involvement with Ogilvy's Employee Networks, playing a leading role in our Roots network, which is focused on the celebration of cultural diversity.

I contribute to the network's Rooted magazine as a creative contributor and photographer and am invited to bring my perspective as someone with East and South-East Asian heritage. I am also a champion for neurodiversity, and I've been able to support the development of Ogilvy's pro bono campaign for the National Autistic Society. Owing to these contributions, I was nominated and received the first company-recognised award in recognition for my advocacy and championing our organisational values.

I see a long-term career here and I want to be in a position where I can inspire and mentor younger generations who are finding their own voice while shaping their careers and looking towards a better, more equal future at Ogilvy.





NEW PARENT

As a first-time dad I had no idea what was going to face me, I knew that life was never going to be the same again!

At Ogilvy we work a 3:2 hybrid work model so I was lucky that I could be available for at least a few days a week when our daughter arrived. The company also has an enhanced second parent leave policy, so I had the luxury early on to decide that I would take two weeks leave to begin with and then use the rest when the mother and baby needed me the most.

However, nothing prepared me for the intensity of the first few weeks. With the due date approaching, we were asked to go to the hospital two weeks earlier than expected, throwing all plans out of the window and forcing me to notify a very understanding manager. What I did not plan, was to spend one week in the hospital looking after our new-born, it was an exhausting time, full of confusion, stress and then relief.

Once home, I realised that I had three more weeks leave at my disposal, thanks to the enhanced leave at Ogilvy, which was very welcome. As a new dad I quickly started to figure out that your role is simply to make sure the mother and child are ok.






ALEX HERNESTEN

(he/him)
Art Director

Without the support from managers, colleagues and tutors as well as the initiatives and policies at Ogilvy to support new parents, I wouldn't have had the time to get to grips with the rollercoaster journey that the arrival of a baby brings. The support I was able to offer to my wife at this critical time, is of immense value to both of us and our extended family.

If you ask any parent to tell you about the first four weeks after the birth of their baby, they will have pretty much forgotten it, as have I, but I will always be grateful for the time I was given.



ABOUT OUR NETWORKS

Our Employee Networks provide a space for employees with shared backgrounds, identities and focus across several diversity dimensions to come together as a community and celebrate who they are, exchange learnings and offer support to one another. These networks act as a powerful source of insights that contribute to our overall DEI strategy and elevating our work on creating a sense of belonging for everyone.



OGILVY EQUALS

A collective of people on a mission to ensure true gender equality in everything from the ways we work, to the work we create.



A professional network driven by individuals passionate about championing greater ethnic and cultural diversity within the advertising industry, our independent agencies and our work.



OGILVY PROUD

A network for LGBTQ+ people across the business which aims to nurture connections within Ogilvy, WPP, our clients and the wider community so we can create positive change across the industry.



OGILVY REWIRED

Celebrating great diverse minds. Ogilvy ReWired empowers our neurodivergent colleagues and starts to make the invisible visible.



PARENTS AND CARERS

A community support network for Ogilvy's parents and carers as they balance their commitment to family life with building a successful career at Ogilvy.

Last year saw Ogilvy leading the launch of the [Consumer Equality Equation Report](#), the most comprehensive study ever of the relationship between ethnicity and consumer experience with brands in the UK. We are excited that this study will help drive societal change, that will in turn support bridging the gender pay gap across our ecosystem, through shifts in how brands interact with ethnically diverse consumers, including women.



We are aware that progressing our Gender pay gap is a journey that takes time. We remain ambitious and committed to driving healthy disruption in this area.

ROAD AHEAD

As an organisation, we are committed to continue our efforts to reduce gender pay gap across all levels. Areas of focus for us will be:



Gender diversity will continue to be a critical area of action within our renewed DE&I strategy



Elevating our inclusive hiring capabilities



Further embedding hybrid working and core working hours



Increased engagement of our new market leading inclusive policies (example - menopause support, enhanced family leave)



Strengthening investment in career development of female talent.

Develop and grow a strong pipeline of female talent from within : early career to mid-management and mid-management to senior management.

While our report has shared our gender pay gap statistics, as of April 2022, let's give you a snapshot of how our gender distribution looks right now (Feb 2023).



62.8%

of Ogilvy is made up of women.
(+8.2% vs Feb 2022)



66.0%

of women on our leadership team.
(+6% vs Feb 2022)



80.0%

of our five businesses are women-led.
(same as Feb 2022)

MALE



FEMALE



62.7%

ADVERTISING



57.2%

CONSULTING



69.5%

ENABLEMENT



46.7%

EXPERIENCE



72.9%

PR & INFLUENCE





Ogilvy