

GPG REPORT 2025 PUBLICATION

McCANN UK

OUR UNIFYING PHILOSOPHY

McCann is a force for positive change. We're passionate about using our creative power to build enduring brands, inspire positive action, and shape a better future for all through the radical creativity of 'Truth Well Told.'

We believe Diversity, Equity and Inclusion (DE&I) is foundational to achieving our creative mission, and we're guided by our DE&I philosophy of conscious inclusion.

We unleash the creative power of our talent and our work through Conscious Inclusion, fostering an inclusive culture through consistent practices and deliberate actions. This is how we defend the power of creativity to shape the world for the better and bring the most innovative, game changing ideas to life.

KEY STATS McCANN UK

21.8%

Our Mean gender pay gap is 21.8% (down from 26.0% in 2024)

18.7%

Our Median gender pay gap is 18.7% (down from 26.1% in 2024)

39.7%

Women represent 39.7% of our upper quartile.

12.5%

Our median bonus pay gap.

HOW THE GENDER PAY GAP IS CALCULATED?

In accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017, businesses with over 250 employees must publish their gender pay gap information every year showing how large the pay gap is between men and women.

We are required to calculate the mean and median percentages across our male and female employees for both hourly rates of pay at the 4th April 2025 and for bonuses paid.

MEAN

This is the sum of all the hourly rates combined, divided by the number of employees.

MEDIAN

This is worked out by putting all hourly rates in ascending order, then picking the middle number.

CONTEXT FOR 2025 RESULTS AND KEY MILESTONES

From our 2025 data we can see that, compared to 2024, we have made improvements in terms of the representation of women in upper middle and upper quartile.

In 2025 we reduced the mean and median pay gap in all our UK offices:

- McCann UK's mean gender pay gap is now at 21.8%, down from 26.0% in 2024.
- McCann UK's median gender pay gap is now at 18.7%, down from 26.1% in 2024.

Our bonus pay gap also significantly reduced:

- McCann UK's mean bonus pay gap is now 18.4%, down from 76.9% in 2024.
- McCann UK's median bonus pay gap is now 12.5%, down from 69.7% in 2024.

We run a yearly equal pay audit and can report we have no issue with equal pay with McCann in the UK, however, we know there's still work to do to end the gender pay gap.

We believe by continuing to apply our conscious inclusion initiatives at pace, we close the gender pay gap and create an environment where everyone can thrive.

A handwritten signature in black ink that reads "AR Jones". The signature is stylized with a long horizontal stroke at the end.

Data accuracy: "I confirm that the information we have submitted is accurate".

Andrew Jones- Chief Financial Officer, UK and Europe

WHAT WE HAVE DONE TO REDUCE OUR PAY GAPS

We're committed to reducing our pay gap and in 2025 we implemented the following actions to help us achieve this:

- ✓ Focused on redressing the under-representation of women in executive roles through a continuously review of our talent diversity with a clear methodology.
- ✓ Introduced new family friendly benefits, harmonising our offering across the UK network, removing differences between years of service and increased the provision for non-birthing partners. We also increased provision for carers. We know that reducing the gender pay gap also involves addressing the gender imbalance in caring responsibilities and our policies and benefits aim to support this.
- ✓ Our 'Ion Collective' accelerator programme aims to close the gender gap within creative leadership ranks. In 2025, the Collective worked on a live brief from Enterogermina - the world's leading probiotics brand.

- ✓ **Expanded our Margot Collective** employee network. Our insight-led in-house consulting team harnesses female talent to create effective work that speaks to real women. Since launching last year, they've expanded by 22% and improved our internal policies and procedures including our new family-friendly policy. They launched a new Margot Placement Scheme to nurture and attract top female talent in the creative industry and supported new business efforts: adding strategic value to clients such as Matalan and Nurofen.
- ✓ **Cascaded learning to leaders and managers** via a series of microlearning on DE&I topics. To ensure success, we launched a training code so staff could have dedicated training time, with minimum hours per year dedicated to their development.
- ✓ Our **holistic Pain Pledge**, launched in partnership with Nurofen, supports employees with pain conditions such as endometriosis and PCOS.
- ✓ Last year we launched a **specialized 'Creative' Apprenticeship programme** to support underrepresented groups access creative careers, in 2025, 33% of our apprentices became permanent employees with us.

2026 PLANS

Like many businesses we're in a moment of significant change. To ensure our business is fit for purpose, our action plans for the future are flexible in delivery but committed to achieving improvements.

Our aim for 2026 is to:

- **Consolidate what we have initiated in the past years** – embedding our new family friendly benefits and ensuring our yearly talent review captures our gender balance, with a view to incremental improvements, as well as ensuring parity in our leadership development programmes.
- **Continue our DE&I microlearning series** to drive behavioural change and create an environment where everyone can thrive.

- Continue to build connections between junior women and leaders.
- Implement new UK regulations on sexual harassment, supporting a safer workplace through policies and a new learning programme.
- Introduce impactful training to support conversations around career progression.
- Design a plan to address the gender imbalance at junior level, with a view to achieving gender parity at all levels within the business.

McCANN UK DATA

21.8%

Mean Pay Gap

18.7%

Median Pay Gap

	WOMEN	MEN
UPPER QUARTILE	39.7%	60.3%
UPPER MIDDLE QUARTILE	60.9%	39.1%
LOWER MIDDLE QUARTILE	62.4%	37.6%
LOWER QUARTILE	67.5%	32.5%

McCANN UK DATA

18.4%

Mean Bonus Pay
Difference

12.5%

Median Bonus Pay
Difference

7.9%

Proportion of women
receiving a bonus payment

15.8%

Proportion of men receiving
a bonus payment

McCANN MANCHESTER DATA

16.6%

Mean Pay Gap

10.2%

Median Pay Gap

	WOMEN	MEN
UPPER QUARTILE	49.5%	50.5%
UPPER MIDDLE QUARTILE	58.1%	41.9%
LOWER MIDDLE QUARTILE	58.1%	41.9%
LOWER QUARTILE	68.1%	31.9%

McCANN MANCHESTER DATA

16.4%

Mean Bonus Pay
Difference

-5.2%

Median Bonus Pay
Difference

7.7%

Proportion of women
receiving a bonus payment

13.0%

Proportion of men receiving
a bonus payment

McCANN CENTRAL DATA

26.9%

Mean Pay Gap

23.5%

Median Pay Gap

	WOMEN	MEN
UPPER QUARTILE	36.0%	64.0%
UPPER MIDDLE QUARTILE	56.2%	43.8%
LOWER MIDDLE QUARTILE	60.7%	39.3%
LOWER QUARTILE	68.5%	31.5%

McCANN CENTRAL DATA

6.3%

Mean Bonus Pay
Difference

-22.6%

Median Bonus Pay
Difference

5.3%

Proportion of women
receiving a bonus payment

13.0%

Proportion of men receiving
a bonus payment

McCANN LONDON DATA

22.0%

Mean Pay Gap

23.5%

Median Pay Gap

	WOMEN	MEN
UPPER QUARTILE	48.3%	51.7%
UPPER MIDDLE QUARTILE	43.3%	56.7%
LOWER MIDDLE QUARTILE	71.7%	28.3%
LOWER QUARTILE	75.4%	24.6%

McCANN LONDON DATA

21.3%

Mean Bonus Pay
Difference

71.4%

Median Bonus Pay
Difference

11.7%

Proportion of women
receiving a bonus payment

23.8%

Proportion of men receiving
a bonus payment

GPG Report 2024 publication McCann UK

Our Unifying Philosophy

McCann is a force for positive change. We're passionate about using our creative power to build enduring brands, inspire positive action, and shape a better future for all through the radical creativity of 'Truth Well Told.'

We believe DE&I is foundational to achieving our creative mission and conscious inclusion is our DE&I philosophy. Through consistent practices and deliberate actions that foster an inclusive culture, we unleash the creative power of our talent and our work.

Conscious inclusion is how we defend the power of creativity to shape the world for the better and bring the most innovative, game changing ideas to life.

Key stats McCann UK

- Our Mean gender pay gap is 26.0%
- Our Median gender pay gap is 26.1%
- Women represent 38.3% of our upper quartile.

How the gender pay gap is calculated

In accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017, businesses with over 250 employees must publish their gender pay gap information every year showing how large the pay gap is between men and women.

We are required to calculate the mean and medium percentages across our male and female employees for both hourly rates of pay at the 4th April 2024 and for bonuses paid.

Mean: This is the sum of all the hourly rates combined, divided by the number of employees.

Median: This is worked out by putting all hourly rates in ascending order, then picking the midmost one.

“While our gender pay gap data shows there is still work to do, we are making progress in representation, particularly in the upper middle and upper quartiles.

Our commitment to conscious inclusion drives deliberate actions to create the conditions for Equity such as our women talent accelerators—Ambition Collective and Women into Leadership—designed to support and advance women in our organisation.



We also recognise the vital role women play in society, including caring responsibilities for children and elderly family members, and the impact this can have on their careers. In response, we have enhanced and harmonised our family-friendly policies across our UK network, ensuring better support for our people and their partners.

We continue to be on the right path, and this year, we are pleased to see a reduction in pay gaps within some of our agencies. This progress reflects our ongoing efforts in hiring and developing women talent. However, we acknowledge that closing the gender pay gap is a long-term commitment, not a quick fix. Our actions are part of a wider plan to address structural inequities.

We believe our enhanced family benefits will have a significant impact on attracting and retaining women across our UK agencies. Initiatives like our International Women's Day speed mentoring event further strengthen connections between senior women in the UK and beyond. We remain focused on taking tangible steps to create a more diverse, equitable, and inclusive workplace for all.”

Bertille Calinaud, Regional Director, Diversity, Equity & Inclusion, Europe & UK, McCann Worldgroup

Context for 2024 results and key milestones

From our 2024 data we can see that we have made some improvements in terms of representation of women in upper middle and upper quartile compared to 2023, as well as reducing the gap between the percentage of men and women who received a bonus overall.

Our holding company IPG runs yearly equal pay audits, and we can report we have no issue of Equal Pay with McCann in the UK.

- Our 2024 mean gender pay gap is at 26.0% across McCann in the UK¹.
- We have reduced the mean pay gap in our McCann Manchester and McCann London offices.
- McCann Central's mean pay gap has risen; however, the main reasons are:
 - A high proportion of women in the lower quartile
 - 2 senior women being on maternity leave at snapshot date

We know that there's still work to do to end the gender pay gap and for our initiatives to be truly impactful we need to increase the pace.

We are committed to reducing the pay gap in our agencies. In 2024, we implemented the following actions to help us achieve this:

- Focused on redressing the under-representation of women in executive roles through a continuous review of our talent diversity with a clear methodology.
- Introduced new family friendly benefits, harmonising our offering across the UK network, removing differences between year of service and increase the provision for partners. We know that reducing the gender pay gap involves addressing the imbalance between care responsibilities between women and their partners and this new offering aims to support this aim. We also increased provision for carers.
- Women in Leadership programme, offers mentoring to ensure a pipeline of future female talent.
- Our 'Ambition Collective' accelerator programme aims to close the gender gap within creative leadership ranks. In 2024 the Collective produced work for the programme's brand sponsor Nurofen – including the 'Gender Pain Pass' which helped women have pain conversations with healthcare practitioners. This year the Collective is working on a live brief from Enterogermina - the world's leading probiotics brand with Creative expected Spring 2025.
- Expanded our Margot Collective employee network and the impact was huge. Our insight-led in-house consulting team harnesses female talent to create effective work that speaks to real women. Since launching last year, they've expanded by 22% and

¹ Due to a change of methodology in the data reporting for McCann Central, the data is not comparable with previous years. This is due to an error in capturing the correct data set that we have now rectified to ensure the accuracy of the data. We estimate the difference to be no more than 2 percentage points between our previous methodology and the current one.

improved internal policies and procedures including our new family-friendly policy. They launched a new Margot Placement Scheme to nurture and attract top female talent in the creative industry. And supported new business efforts: adding value to strategic clients such as Matalan and Nurofen.

- Cascaded learning to leaders and managers via a series of microlearning on DE&I topics. To ensure success, we launched a training code so staff could have dedicated training time, with minimum hours per year dedicated to their development.
- We launched a holistic Pain Pledge to support employees with pain conditions, in partnership with Nurofen.
- Launched a specialized 'Creative' Apprenticeship programme to support underrepresented groups access creative careers.

2025 plans

Like many businesses we're experiencing periods of significant change. To ensure our business is fit for purpose while enacting change, our action plans for the future are flexible in delivery but committed to achieving improvements.

Our aim for 2025 is to:

- Consolidate what we have initiated in the past year – embedding our new family friendly benefits and ensuring our yearly talent review captures our gender balance, with a view to incremental improvements, as well as ensuring parity in our leadership development programmes
- Continue our DE&I microlearning series to drive behavioural change and create an environment where everyone can thrive
- Continue to build connections between junior women and leaders through initiatives such as our creative career accelerator, Ambition Collective
- Design a 'Return to the Workplace' programme to support people at the middle/senior level who have been out of work for a minimum of 18 months due to caring responsibilities or health reasons
- Implement new UK regulations on sexual harassment, supporting a safer workplace through policies and a new learning programme
- Introduce negotiation training to support conversations around career progression
- Design a plan to address the gender imbalance at junior level, with a view to achieving gender parity at all levels within the business.



“At McCann UK we build enduring brand platforms for our clients, and our ability to harness the full extent of our creative talent comes from our designing diverse teams and promoting inclusive practices without bias. committing to gender parity is essential to our ethos and delivering inclusive environments where everyone can thrive is essential to our collective success.

I’m proud of the work we’ve done, especially in working towards redressing the balance in our creative talent via our Ambition and Margot Collectives, helping women’s voices be heard on and off the screen. Conscious inclusion is, however, a daily challenge and there’s still work for us to do to close the gender pay gap.”

Christian Johansen, McCann Worldgroup President UK & Europe

“Our enterprise-wide, global philosophy of Conscious Inclusion a culture of inclusion, where people from all backgrounds feel a sense of connection, belonging and shared purpose. We uniquely believe that fostering these conditions unlocks radical, accelerating our ability to consistently deliver deeply resonant and impactful work—for our people, our clients, and society.

Internally, our ‘Day for Meaning’ (DFM) platform and activation - now in its 7th Year - continues to elevate our individual and collective capabilities to build enduring brands together across the increasingly diverse marketplace we all serve. Now a cultural fixture within our network, DFM is the centrepiece of our global strategy and corresponding programs that advance our goal of identify barriers to inclusion and solve for inequities; ultimately, driving year-round systemic change.

This systemic approach translates into concrete work for our clients – such as Nurofen’s See My Pain brand platform, L’Oréal’s Lessons of Worth campaign, and Puck’s Selfless Shelves initiative – as well as furthering our internal efforts to promote fair and equal workplace conditions – including our focus on eliminating the gender pay gap.

We’re proud of the work our teams have done so far, and acknowledge that there is much more work to do. To that end, we remain steadfastly committed to making continuous improvement until we achieve gender pay parity in our organisation.”

Singleton Beato, Global Chief Diversity, Equity and Inclusion Officer, McCann Worldgroup



Client case study: Nurofen's 'See My Pain'

Nurofen's Gender Pain Gap research reveals that while pain dismissal is common, women are disproportionately affected. One in two women feel they have had their pain dismissed. We're working with Nurofen to change this by bringing the issue to the forefront of public awareness.

Since launching Nurofen's 'See My Pain' brand platform in 2022, we've supported their continuous focus on raising awareness of gender biases in pain management. As part of the brand platform's evolution, we produced an eye-catching, larger-than-life Nurofen pill packet installation in the heart of Newcastle to bring attention to the biases that cause women's pain to be dismissed or downplayed.



Pay gap McCann UK

McCann UK represents McCann Erickson Central Limited, McCann London (trading name McCann Erickson Advertising) and McCann Manchester Limited.

McCann UK pay difference overall

- Mean 26.0%
- Median 26.1%

Proportion of females and males in each quartile band

- Women Upper 38.3%
- Men Upper 61.7%
- Women upper middle 55.0%
- Men Upper middle 45.0%
- Women Lower middle 63.9%
- Men Lower middle 37.1%
- Women lower 68.3%
- Men Lower 31.7%

Bonus Pay Difference

- Mean 76.9%
- Median 69.7%

Proportion of males and females receiving a bonus payment

- Men 16.1%
- Women 12.54%

Pay Gap McCann Manchester Limited

Pay difference overall

- Mean 20.7%
- Median 10.8%

Proportion of females and males in each quartile band

- Women Upper 44.8%
Men Upper 55.2%
- Women Upper middle 59.4%
Men Upper Middle 40.6%
- Women Lower middle 59.4%
Men Lower middle 40.6%
- Women Lower 66.0%
Men Lower 34.0%

Bonus Pay Difference

- Mean 59.8%
- Median 24.2%

Proportion of males and females receiving a bonus payment

- Men 12.7%
- Women 11.1%

Pay Gap McCann Erickson Central Limited

Pay difference overall

- Mean 30.05%
- Median 24.1%

Proportion of females and males in each quartile band

- Women Upper 34.7%
- Men Upper 65.3%
- Women Upper Middle 55.4%
- Men Upper Middle 45.6%
- Women Lower Middle 66.3%
- Men Lower middle 33.7%
- Women Lower 69.3%
- Men Lower 30.7%

Bonus Pay Difference

- Mean 70.1%
- Median -13.3%

Proportion of males and females receiving a bonus payment

- Men 18.6%
- Women 13.4%

Due to a change of methodology in the data reporting for McCann Central, the data is not comparable with previous years. This is due to an error in capturing the correct data set that we have now rectified to ensure the accuracy of the data. We estimate the difference to be no more than 2 percentage points between our previous methodology and the current one.

Pay Gap McCann London (trading name McCann Erickson Advertising)

Pay difference overall

- Mean 23.9%
- Median 23.5%

Proportion of females and males in each quartile band

- Women Upper 40.3%
- Men Upper 59.7%
- Women Upper Middle 43.3%
- Men Upper Middle 56.7%
- Women Lower Middle 58.2%
- Men Lower middle 41.8%
- Women Lower 73.5%
- Men Lower 26.5%

Bonus Pay Difference

- Mean 87.8%
- Median 71.4%

Proportion of males and females receiving a bonus payment

- Men 17.2%
- Women 13.4%

Gender pay gap report

2023 Publication

McCANN WORLDGROUP UK

Gender Pay Gap 2023

Our unifying philosophy

At McCann Worldgroup, we believe that Diversity, Equity and Inclusion are foundational to achieving our mission of building enduring brands together.

Conscious Inclusion is our DE&I philosophy – formed of consistent practices and deliberate actions to foster an inclusive culture that can unleash the creative power of our talent and our work.

This is how we defend the power of creativity to shape the world for the better and bring the most innovative, game-changing ideas to life.

Our mean
gender pay gap is
25.8%

Our median
gender pay gap is
22.6%

Women represent
34.9%
of our upper quartile

“ **Our ethos of conscious inclusion forges a culture where everyone can thrive.**

As a global creative network, this DE&I philosophy underpins everything we do, and it is how we bring our creativity to life. To ensure we have a positive impact on women’s representation via our clients, our Margot Collective acts as an in-house consulting team to ensure women’s voices are heard. We also run provocative sessions on topics such as motherhood, feminism and women’s pain – to add intersectionality to our work and ensure that we have a positive impact on women’s representation via our clients.

Through our creative work and internal campaigns, we continue to challenge societal stereotypes and practices because we believe that change starts with us. We’re also passionate about providing our people with the tools they need to grow and develop – whether that is through enhanced online learning, a dedicated Leadership course or sessions like our ‘Pitch Academy’. By having a dedicated training code, we can ensure our staff have a trackable, minimum hours per year to focus on their development, enabling them to access progression opportunities. And it is paying off, as we are continuing to see a progression of women in upper quartile as per previous year.

We are on the right track and this year, we’re pleased to see a reduction of pay gaps in some of our agencies. This is due to the work we do throughout our hiring efforts as well as initiatives to progress our women talent. However, we know there is a lot of work still to do. Addressing our gender pay gap won’t be something we fix within a year and our actions are part of a 3 year plan. This plan will start with harmonising and enhancing our parental leave benefit to address structural inequities, which we believe will have a big impact on attracting and retaining women talent across our UK agencies.”

**Bertille Calinaud, Regional Director,
Diversity, Equity & Inclusion, Europe & UK, McCann Worldgroup.**



Context for 2023 results and key milestones

From our 2023 data we can see that we're broadly moving in the right direction when it comes to closing the gender pay gap at McCann Worldgroup in the UK. Our holding company IPG runs yearly equal pay audits, and we can report we have no issue of equal pay with McCann Worldgroup in the UK.

Our 2023 mean gender pay gap is at 25.8% across McCann Worldgroup in the UK.

We have **reduced the mean pay gap** in our McCann London and McCann Central offices.

McCann Manchester's pay gap has risen; however, we believe this is the result of a number of senior women being on maternity leave during the pay gap snapshot. As per the Government's rules, their salaries were not included in the data. We believe that women's careers shouldn't stop when they've been on maternity leave, and we pride ourselves on supporting our parents' return to work, including providing coaching to support their transition back into the office.

We know that there's still work to do to end the gender pay gap, and for our initiatives to be truly impactful, we need to increase the pace. We are committed to reducing the pay gap in our agencies. In 2023, we implemented the following actions to help us achieve this:

- Focused on redressing the under-representation of women in executive roles through a continuous review of our talent diversity with a clear methodology.
- Activated our Ambition Collective to address the under-representation of women in senior creative roles and provide mentoring.
- Established a 'Connect & Network' programme to connect high-potential upcoming talent with senior leaders.
- Expanded our Margot Collective employee network, and the impact was huge. This in-house consulting women's network ensures the work we do represents women, and internally provides women with opportunities to advance their careers. It was a big part of McCann Worldgroup in the UK winning the 2023 corporate category at the 'Women of the Future Programme Awards'. The Margot Collective was also shortlisted for a British Diversity Award in the 'Outstanding Women's Network of the Year 2024' category.
- Reviewed our employee benefits and policies, with a view of harmonising these for 2024.
- Delivered 'Inclusive Leadership' training to our senior leaders and middle management to ensure they can create team environments where everyone can thrive.

In terms of an action plan for the future, we are committed to:

- Continuing our focus on the progression of women leaders. We'll do this via initiatives such as our 'Leadership 2.0' programme, 'Women into Leadership' programme and our 'Pitch Academy' initiative, which trains our Pitch Leaders of the future. We will also amplify our 'Fast Forward' talent programme to support under-represented talent promotions to ensure all women have opportunities to achieve leadership positions.
- Furthering our efforts to address the under-representation of women in senior creative roles, specifically by scaling our Ambition Collective model globally to maximise its impact.
- Continuing to build on the success of our 'Margot Collective'.
- Ensuring our parental policies, benefits and salary sacrifice scheme for nursery align, and are standardised, across our UK operations. We'll be launching new policies to ensure we provide market-leading support to all our colleagues going on maternity leave and returning to our agencies. We'll also be introducing new policies on miscarriage, stillbirth and infertility to ensure that colleagues experiencing loss can be better supported.
- Cascading learning to leaders and managers via a series of microlearning on DE&I. To ensure success, we've launched a training code so staff can have dedicated time, with minimum hours per year dedicated to their development.
- Delivering an updated version of our Conscious Inclusion Summit, with 2024's iteration focusing on our strategist and creative communities so we can continue embedding conscious inclusion in everything we do.

“ Conscious Inclusion is at the heart of what we do at McCann Worldgroup. As a key member of the world’s most creatively effective agency network, we build enduring brands that shape the world for the better. Whether that is helping businesses like Reckitt’s Nurofen drive conversations about the critical issue of women’s pain, helping women consumers feel empowered via L’Oréal’s ‘Lessons of Worth’ campaigning, or designing diverse teams and promoting inclusive practices, we ensure everyone can thrive.

We believe that committing to gender parity creates the equitable conditions that unlock radical creativity. We have many initiatives to support this, including our ‘Women into Leadership’ programme; our Ambition Collective which focuses on supporting female creatives as they move towards leadership positions; and our Margot Collective, which ensures a strong female voice in the creation of work.

In the past year, MW in the UK have been recognised by the Women of the Future Programme as their 2023 Corporate Winner and a company that “gets diversity right,” as well as been shortlisted by the Burberry British Diversity Awards in both the company category and for our Margot Collective in the ‘Outstanding Women’s Employee Network’ category.

Designing diverse teams and promoting inclusive practices that foster conscious inclusion is essential to creating an environment where everyone can thrive. And I’m proud of the work we’ve done, especially in working towards redressing the balance in our senior leadership positions. Conscious inclusion is, however, a daily challenge and there’s still work for us to do to close the gender pay gap. ”

Fernando Fascioli, McCann Worldgroup
President UK & Europe.
Chairman Latin America.



“ At McCann Worldgroup, our global philosophy and ethos of Conscious Inclusion fosters a culture where people from all backgrounds can thrive. We are proud of our best-in-class talent, and our DE&I goals are critical to helping us unlock radical creativity for our people, our clients and, ultimately, the society we live in.

Internally, our annual ‘Day for Meaning’ (now in its 6th year) is a time when we halt business operations to work collectively on further embedding key principles of our philosophy into the daily behaviours and decisions of our people. This recurring observance serves as a formal checkpoint to reinforce our collective commitment to advance equity in the workplace and ensures that it remains a top priority on our business agenda. This approach to drive systemic and structural change has translated into creative work that helps our clients engage in enduring relationships with women around the world, as well as having a positive improvement in the gender pay gap across a number of our agencies.

We are proud of the work our teams have done so far, and we fully acknowledge that there is much more work to do. To that end, we remain steadfast in our effort to drive continuous improvement until we achieve gender pay parity in our organisation. ”

Singleton Beato, EVP, Global Chief Diversity,
Equity & Inclusion Officer, McCann Worldgroup.

Client case studies



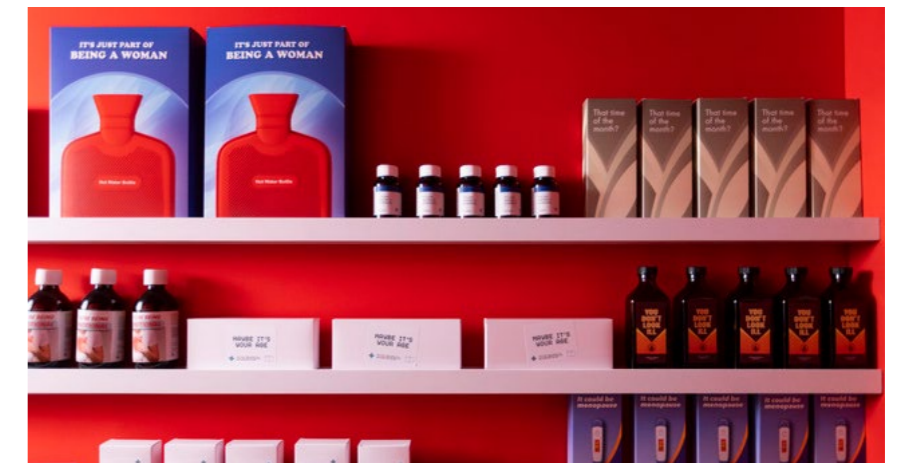
Nurofen | Pain Pass

Building on our work last year with Nurofen on the Gender Pain Gap, we helped women tackle healthcare bias. The Pain Pass, created in collaboration with Healthcare Professionals (HCPs) and real women, is a digital tool, fronted by a simple acronym (PASS) to help women know what to do in the face of bias:

- **P (pause the conversation)**
- **A (ask questions for clarity)**
- **S (speak up)**
- **S (seek another opinion)**

[Available to download for free](#) via Nurofen's See My Pain website, the 'Pain Pass' helps women track and articulate their pain and symptoms, providing a framework for constructive conversations with healthcare providers about pain.

[Read more here](#)



The campaign was steered by McCann London's Creative Director, Ruth Boulter, in collaboration with MW's Ambition Collective. The Ambition Collective creates opportunities for women creatives to progress and develop via mentorship and real-client briefs. The women creatives of the Ambition Collective's UK pilot played a critical role in the creation of the PASS acronym for this Nurofen campaign.

Gender pay gap: How it is calculated

In accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017, businesses with over 250 employees must publish their gender pay gap information every year showing how large the pay gap is between men and women.

We are required to calculate the mean and median percentages across our male and female employees for both hourly rates of pay at the 4th April 2023 and for bonuses paid.

Mean

This is the sum of all the hourly rates combined, divided by the number of employees.

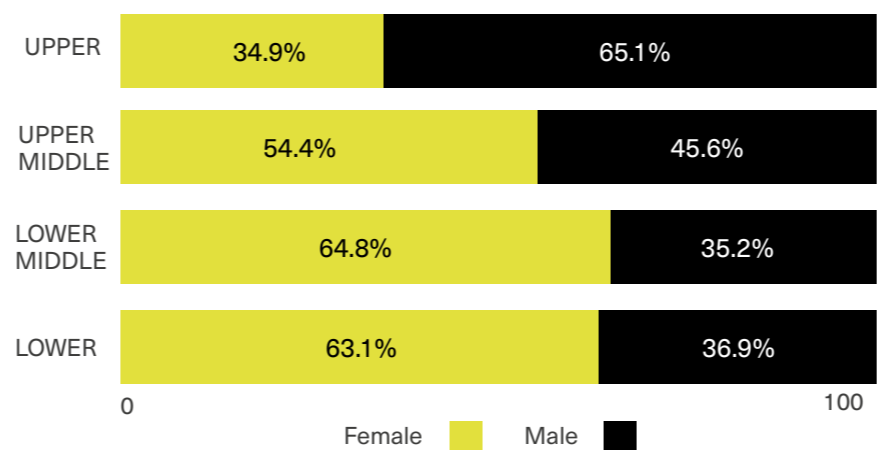
Median

This is worked out by putting all hourly rates in ascending order, then picking the midmost one.

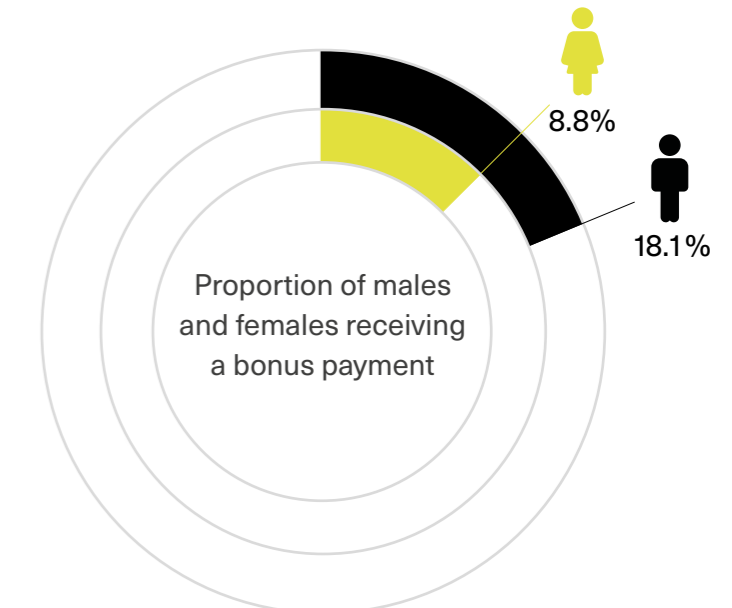
PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



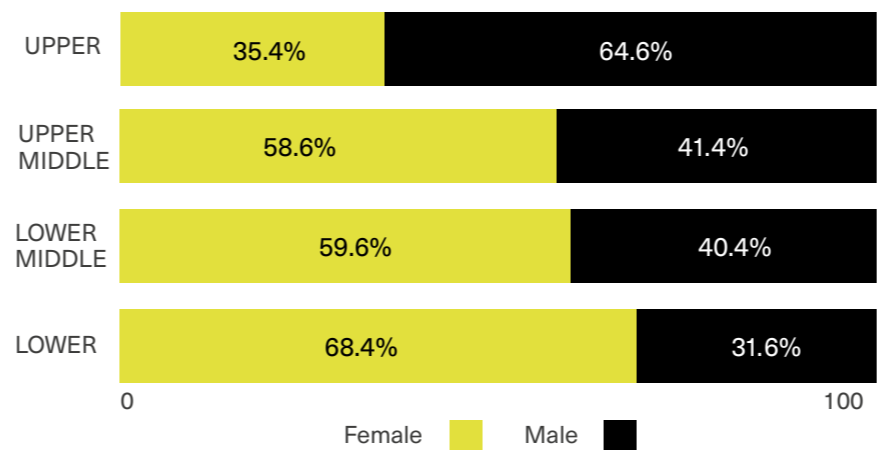
BONUS PAY DIFFERENCE



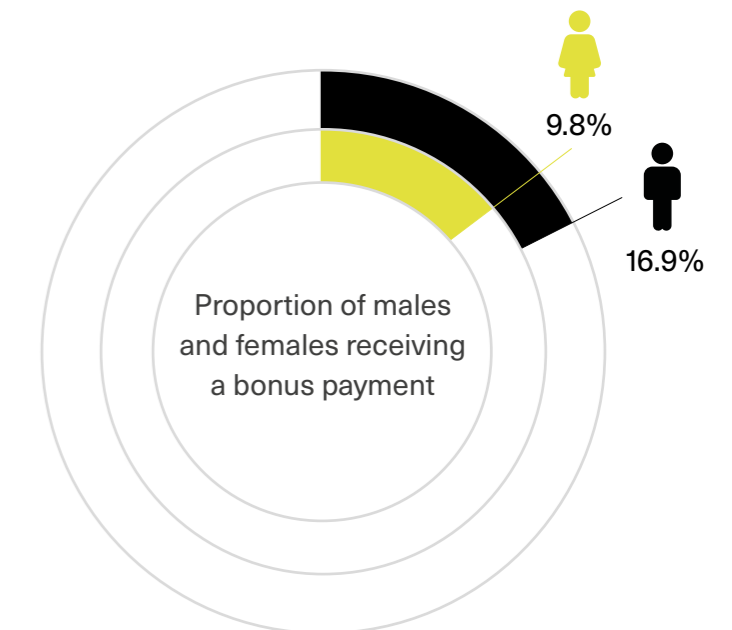
PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



BONUS PAY DIFFERENCE



McCANN WORLDGROUP

*Representing McCann Central,
McCann Erickson Advertising
and McCann Manchester

McCANN MANCHESTER LIMITED

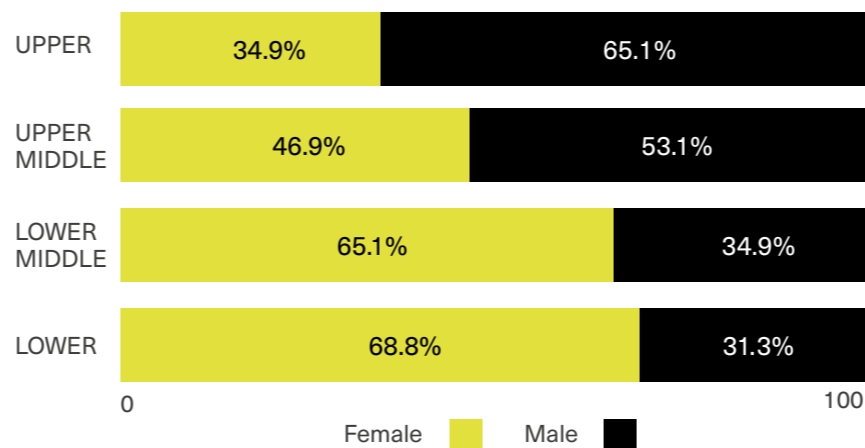
McCANN LONDON

*Representing McCann London, McCann Enterprise and Craft London

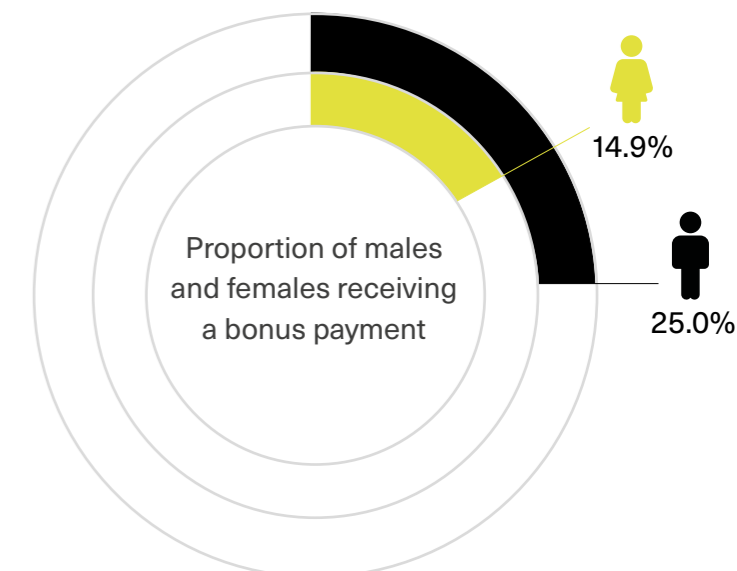
PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



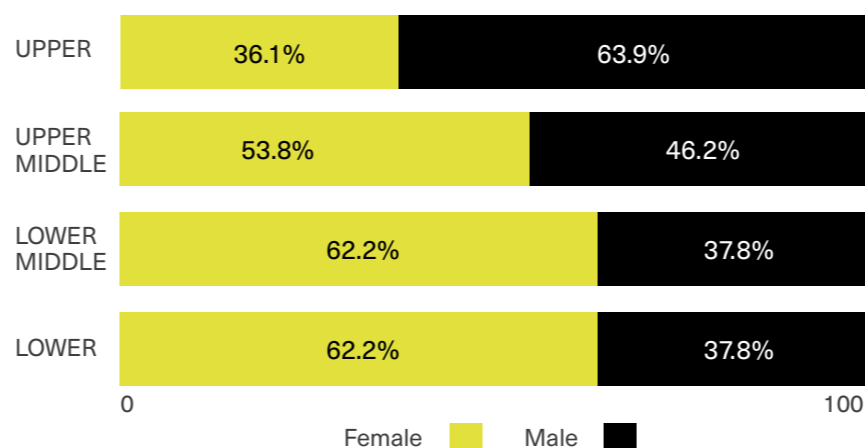
BONUS PAY DIFFERENCE



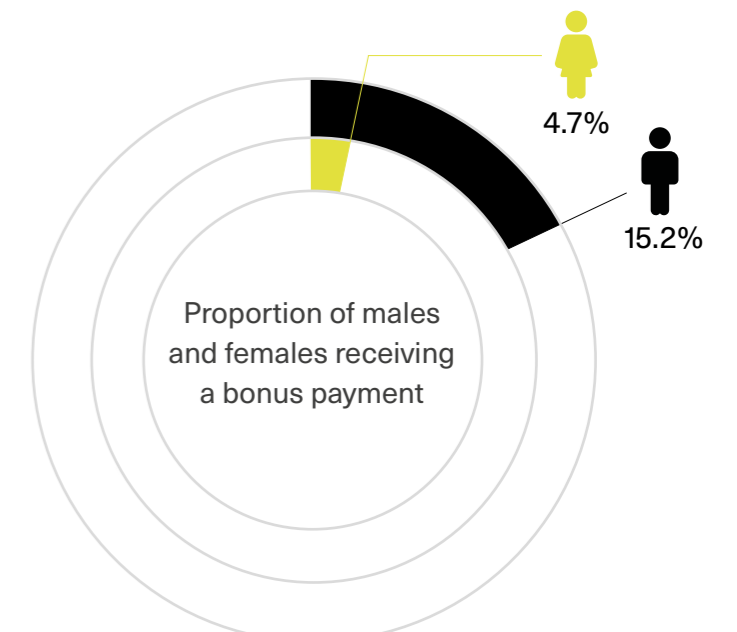
PAY DIFFERENCE OVERALL



Proportion of females and males in each quartile band



BONUS PAY DIFFERENCE



McCANN CENTRAL