

2024

Gender Pay Gap Report



starcom

Move People. Move Business.

Message from Agency CEO

Nadine Young, CEO at Starcom says:

“It’s encouraging to see that Starcom’s median Gender Pay Gap has narrowed to 9.5% this year.

We remain committed to fostering a culture of bravery; ensuring that Starcom is not only accessible to a diverse workforce, but that people feel welcome, included and supported once they join our team. We continuously strive to make Starcom a place where everyone can grow no matter their gender, level or background.

We are pleased to be moving in this direction and will work hard to continue to do so.”

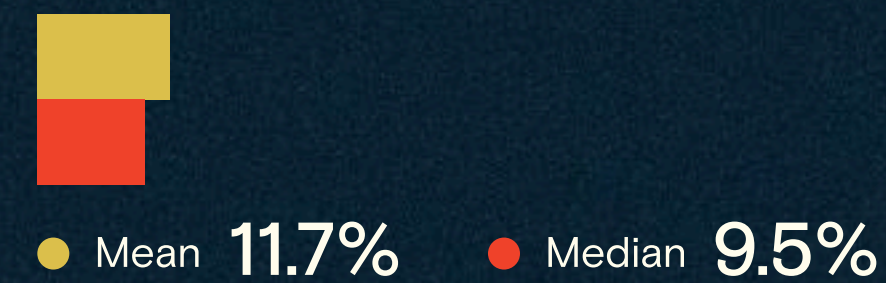


The Gender Pay Gap explanation and results

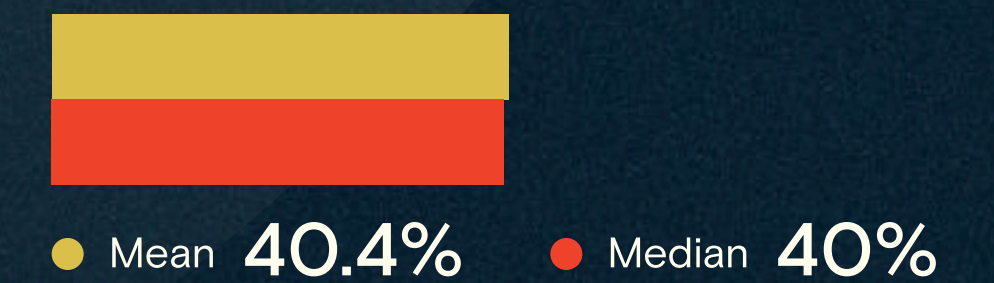
The gender pay gap is the difference in average pay between men and women in an organisation. Starcom's median Gender Pay Gap for 2024 is 9.5%.

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 2024.

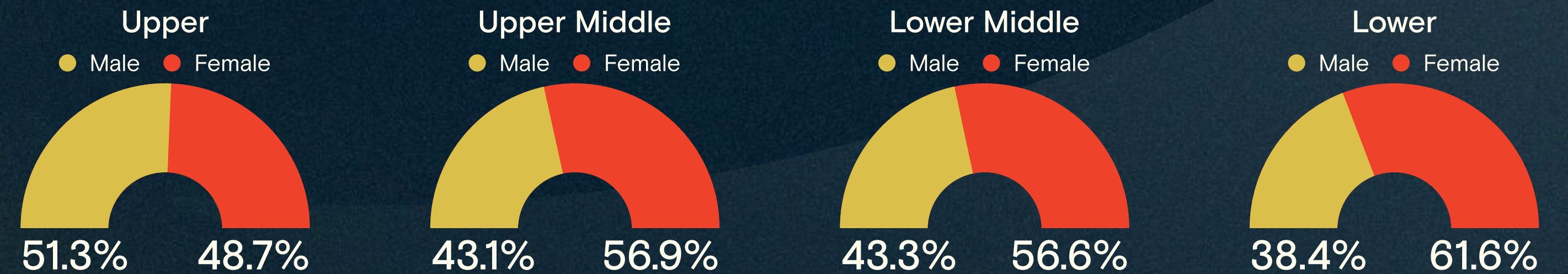
Salary Pay Gap



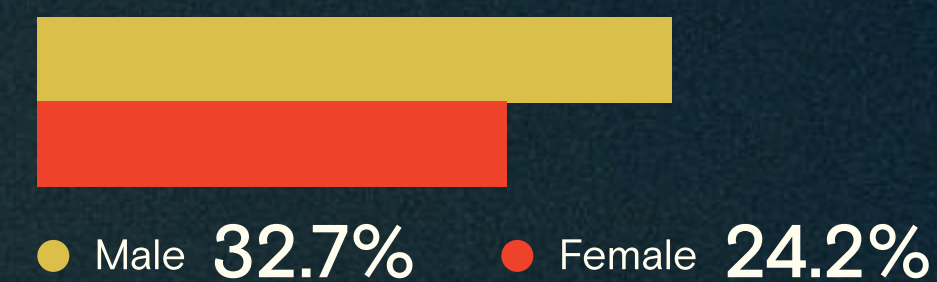
Bonus Pay Gap



Proportion of men and women employees by quartile



Percentage of men / women that received a bonus



FAQ & 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 2024 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.

What is the median pay gap?

This is calculated by listing all employees' hourly pay from highest to lowest, and then comparing the midpoint (the numbers that fall in the middle) for men with the midpoint 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 men and women in the 12 months ending on 5 April 2024. This applies to all employees, even if they're not in full pay on the snapshot date. We also report on the percentage of men and women 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?

Our median gender pay gap of 9.5% shows that whilst we have seen steady progress and remain ahead of the media and advertising industry average, there is still work to do to be done to further close the gap.

In 2024, we experienced growth driven by new business wins, growing our headcount since the last time we reported, with women continuing to hold the majority of roles across three of the four quartiles (lower, lower middle, and upper middle). The increased number of women on our payroll has played a significant part in reducing the gap, and we are proud to maintain strong female representation across the business, with women making up 56.9% of our agency workforce. Additionally, the representation of women in the upper quartile has remained stable, demonstrating our success in retaining women in senior positions, supported by opportunities created through our new business growth and various agency initiatives.

The increase in bonus gap is primarily due to the inclusion of senior individuals on the Starcom payroll who are part of the wider Groupe. These individuals receive bonuses reflecting their wider responsibilities within the Groupe, which influence the overall bonus figures.

Although there is still work to be done, it's reassuring to see our pay gap moving in the right direction and this report highlights the positive progress resulting from the initiatives we implemented throughout the year, contributing to the narrowing of our gender pay gap.

Progress and our plan to close the Gap:

At Starcom, our DE&I group, Hope, relaunched with a clear mission and four key pillars, guiding the vision for DE&I at Starcom: adopting a defined set of behaviours, fostering a culture of bravery, openness and confidence, ensuring diversity at every level of the agency, and championing brave and inspiring stories. The group meets regularly to drive meaningful conversations around these goals and to create an accessible platform for everyone across the agency.

As part of Publicis Groupe UK, we've partnered with 55 Redefined to work towards Age Inclusive Accreditation, aiming to become an Age Inclusive employer. This collaboration challenges age discrimination and aims to shift attitudes, something which impacts women's career development in marketing and communications' industries. Our partnership extends into 2025 to fully embed Age Inclusion within the company and achieve accreditation.

In 2024 we also partnered with Bloom, an organisation dedicated to ensuring women have equal opportunities in the communications industry. This collaboration provides mentorship opportunities, access to Bloom's professional network of women in communications, best practices and guidance, enhancing our efforts to empower women in the workplace.

In 2024 we launched 'Parents @ Publicis UK', an internal community offering peer support and a platform for engaging parents. In partnership with &Beyond coaching we hosted a session for all of our people on how we can better consider and support working parents. This collaboration will continue into 2025 with training for our internal coaches to provide targeted support for working parents.

Our employee action groups, VivaWomen!, EMBRACE and enABLE were active last year in supporting women and their development through events such as speed mentoring and workshops on career development.

Working with our partners at Catalyst, we continue to provide access to their MARC Foundations gender equity training to raise awareness of the benefits of gender equity to people of all genders.

Across Publicis Groupe UK our Life Stages Policies are part of our ongoing commitment to be a family friendly organisation supporting our people whatever they're going through. In particular, working parents and those with caring responsibilities, those returning from leave, colleagues experiencing Menopause or managing any long-term conditions.



We're also a founding member of Black Representation in Marketing (BRIM), a cross-industry initiative that aims to improve representation in our industry, providing a leadership programme for high-potential Black employees. In 2024 a cohort of 14 colleagues participate in the programme, 70% of whom are Black women. We will be engaging with the programme again in March 2025, taking an intersectional approach to our work on gender equity is critical to us.

This year we will be working with Madeline McQueen and Magnificently You, delivering a programme to increase the representation of women in senior leadership roles at Publicis Groupe UK. This initiative aims to support the next generation of women leaders across the business, to help increase the number of women occupying leadership roles, and in turn close the gender pay gaps across the business.