

GENDER PAY GAP REPORT



A MESSAGE FROM KAREN MARTIN

CEO, BBH LONDON

“We have worked hard to make significant progress in closing our gender pay gap, resulting in a marked reduction in our mean and median gender pay gap and an improvement in bonus pay gap.

We are encouraged by the progress, but know there is a lot more work to do. To that end, BBH has boosted workplace policies for women and families, and doubled down on advancing more diverse creative talent, with women making up 57% of new hires, 19% of which were senior hires.

We launched HERd, a pioneering career and training programme for women in partnership with NABS and continue to evolve programmes including Homegrown and The Barn, designed to bring in and nurture diverse talent.

We remain committed to sustainable progress in closing the gender pay gap, while creating an environment where everyone, regardless of background, is supported to do the best work of their lives.”



“WE REMAIN
COMMITTED
TO CREATING
A DIVERSE,
INCLUSIVE AND
OPEN BBH.”



THE GENDER PAY GAP EXPLANATION & RESULTS

The gender pay gap is the difference in average pay between men and women in an organisation. BBH's Gender Pay Gap for 2023 is a mean gap of 15.9% and a median gap of 16.8%.

This is in comparison to 2022 where the mean gap was 23.8% and the median gap was 28.2%.

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 2023.

	SALARY PAY GAP	BONUS PAY GAP
Mean	15.9%	17.7%
Median	16.8%	0%

Breakdown of Quartiles

% M/F	MALE	FEMALE
Upper	52.8%	47.2%
Upper middle	34.2%	65.8%
Lower middle	28.8%	71.2%
Lower	34.2%	65.8%

BONUS	MALE	FEMALE
% Received	58.2%	47%



WHAT DOES OUR GPG DATA TELL US?

Our data tells us that we have more women in the lower and lower middle quartiles - 65.8% and 71.2% - which impacts the mean and median gender pay gap. However, the percentage of women in the upper middle quartile has increased from 57.1% in 2022 to 65.8% in 2023. While the percentage of women in the upper quartile has also increased from 41.1% in 2022 to 47.2% in 2023. Although we have more women in the lower pay quartile, this has decreased from 73.1% in 2022, to 65.8% in 2023.

Furthermore, our Bonus mean pay gap has decreased from 21.7% in 2022 to 17.7% in 2023. Our median pay gap has also seen an improvement by a complete close in gap from 24.6% in 2022, to 0 in 2023.

In our efforts to close this gap completely, we continue to consistently monitor how we attract, retain, progress, and educate our people. Although our gender pay gap has improved considerably, we continue to work towards closing this gap completely.



PROGRESS AND OUR PLAN TO CLOSE THE --- GAP

While we recognise that there is an improvement in our gender pay gap, until the gap has been closed completely, there is more work to be done.

At BBH, we are committed to building a workplace where women can thrive. We continue to focus on meaningful career progression opportunities for women, looking at and supporting their development, as well as how we manage compensation and promotion across the business.

Over the past year, we've introduced a number of new measures and initiatives to support this. We hold ourselves accountable by regularly tracking how we recruit, develop, and retain our women. To achieve our goal of closing our gender pay gap, we continue to focus our efforts on four strategies: Attraction, Retention, Progression and Education.



PROGRESS AND OUR PLAN TO CLOSE THE _____ GAP

ATTRACTION

- We brought back the creative placement scheme The Barn for its third year, and increased our investment. The initiative is a fully paid internship committed to offering people from diverse backgrounds a gateway to a career in advertising.
- We relaunched BBH Homegrown, our early careers programme, which offers a paid four-month placement in Account Management, Strategy and/or Production. Similarly to The Barn, we offered a competitive starting salary above the London Living Wage.
- Our Unsigned Union initiative expanded again to reach more UK agencies with a shared goal to dismantle barriers facing underrepresented talent, including women. Artists discovered by Unsigned Union have gone on to find representation from the likes of Link, RSA and Black Dog Films.

RETENTION

- Across Publicis Groupe UK, we evolved our 'Life Stages' programme improving our maternity/pregnancy, paternity/second parent/adoption and shared parental leave so employees are now eligible for the enhanced policy after six months with the agency (previously a year).
- We introduced a new sabbatical policy, recognising the importance of work-life balance and personal development.



PROGRESS AND OUR PLAN TO CLOSE THE _____ GAP

PROGRESSION

- We have appointed women in senior roles including Creative Directors, Strategy Directors, an Operation Director, Senior Creatives and Senior Producers.
- We have seen the number of women holding more senior posts grow as is evidenced by the increase in women in the upper and upper middle quartiles.
- We launched HERd, a career and training programme for our women in an industry first collaboration with NABS.
- We paid for 31 women to attend the 2023 WACL - Festival of Talent, an action focused leadership training day, which focuses on accelerating careers for the next generation of leaders.
- We supported our employee action groups, VivaWomen! and EMBRACE, which were active this year in supporting women and their development through events such as speed mentoring and workshops on career development, and understanding and supporting the mental health and wellbeing of women of colour and Black women at work.

EDUCATION

- We continue to educate and support our people on topics such as the menopause, supporting working parents and wellbeing and mental health with menopause awareness sessions and workshops, and a webinar with &Beyond. We set up a working caregivers working group to look at what support measures and programming we can put in place to support our colleagues. We will continue this work throughout 2024 and beyond.
- Working with our partners at Catalyst, we introduced new MARC Foundations gender equity training to raise awareness of the benefits of gender equity to people of all genders.



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).

WHAT IS THE REPORTING PERIOD?

The salary data is taken from a snapshot of payroll on 5 April 2022 and the bonus data covers the 12 months leading up to that date.

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.

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.

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.

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 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 2022. 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.

