

# GENDER PAY GAP REPORT 2024

Zenith International

# Message from agency CEO

Our latest gender pay gap report shows positive movement, with a reduction in both the median and mean pay gaps. This reflects our strategy to create a more inclusive and equitable workplace. While we're pleased to see these improvements, we know there is more work to do, and we remain committed to taking meaningful action to drive long-term, sustainable change.



**Christian Lee**

Managing Director, Zenith International

A handwritten signature in black ink that reads "Christian Lee". The signature is written in a cursive style.

# The gender pay gap explanation and results

The gender pay gap is the difference in average pay between men and women in an organisation. Zenith International's median Gender Pay Gap for 2024 is 16.7%. 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

**19.9%**

MEAN

## BONUS PAY GAP

**38.8%**

MEAN

## SALARY PAY GAP

**16.7%**

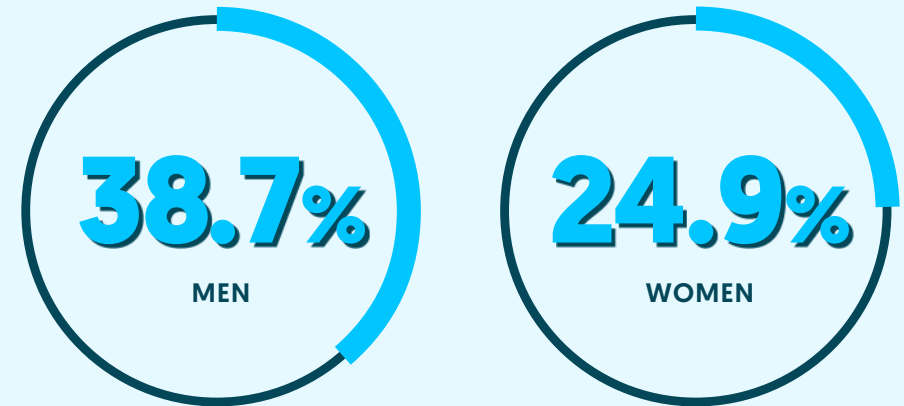
MEDIAN

## BONUS PAY GAP

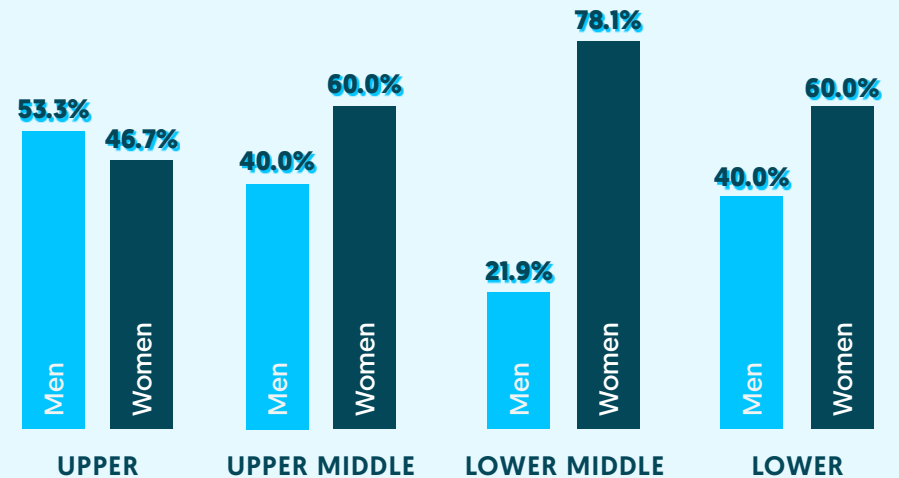
**25.0%**

MEDIAN

## PROPORTION OF MEN AND WOMEN WHO RECEIVED BONUSES



## PROPORTION OF MEN AND WOMEN EMPLOYEES BY QUARTILE



# FAQ and 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?

This year's gender pay gap data shows positive changes compared to last year. There has been a reduction in both the mean and median pay gaps, with the mean decreasing from 21.7% to 19.9% and the median dropping significantly from 25.4% to 16.7%.

Similarly, the bonus pay gap has also improved. The mean bonus pay gap has reduced from 45.7% to 38.8%, while the median bonus pay gap had a small shift, moving from 24.1% to 25%. While the mean bonus gap has significantly improved, the slight rise in the median gap highlights the continued need for focus in this area.

Across pay quartiles, there has been an improvement in the representation of women across key areas. We now have more women in the lower middle quartile (78.1% up from 74.2% last year) and the upper middle quartile (60% up from 51.6%). This is a positive shift.

Additionally, the proportion of women receiving bonuses has increased. While progress has been made, particularly in reducing salary gaps and improving representation, there's still room for further action, especially in bonus pay gaps and representation in the upper quartile.

# Progress and our plan to close the gap

At Zenith International, we established the 'Empowering Future Leaders' mentoring programme. Led by senior women across the agency, the programme was designed to empower future leaders, providing mentoring for all our people at the earlier stages of their careers. In its first year, 40% of mentees were promoted within six months of completing the programme.

In August, we launched The Zenith Advisory Board (ZAB), an initiative designed to give a voice to the next generation of business leaders. The ZAB plans and implements strategies to shape the agency's future, enhance employee engagement and advance Zenith International's vision. Sixty-five per cent of board members are women or non-binary, demonstrating progress in gender representation and leadership opportunities.

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 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 & EnABLE were active this 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.

