

Minding the pay gap

National Average

Women

80.7¢

Men

\$1.00

THE 3% movement

DIVERSITY = CREATIVITY = PROFITABILITY™

THE MISSION

Until we came along, only 3% of Creative Directors were women. And very few were people of color. We're changing the ratio because the more varied the people who come up with ideas, the better the ideas will be.

LEARN MORE

3% PLEDGE FOR PAY EQUITY

THIS
3%

PLEDGE for PAY EQUITY

The Idea: Pay Equity

Research shows that pay equity is seen as one of the top issues facing working women in the United States today—and this sentiment is shared equally by men and women both in and out of the workforce.

Furthermore, through our consulting and verification work, our own research at 3% shows that many of the agencies we have worked with have done pay equity analysis and have committed to rectifying, as necessary, like-for-like salaries between women and men.

And yet many of the women who work at these agencies still remain skeptical that they are being paid equitably.



3% wants to solve this disconnect

The 3% Movement is embarking upon the FIRST 3% for PAY EQUITY campaign in order to create and drive momentum in the movement to close gender pay gaps. We want agencies who have conducted large audits and who are committed to pay equity to become founding members of the 3% PLEDGE FOR PAY EQUITY.



The Pledge For Pay Equity

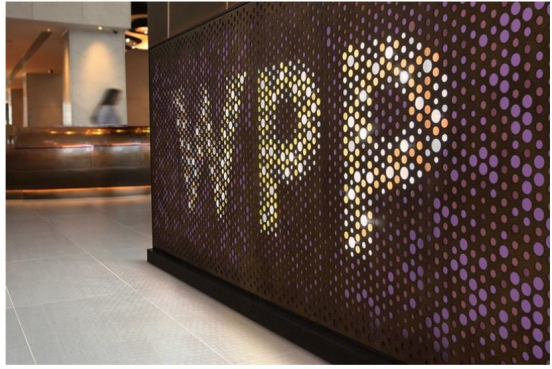
3% is asking signatory agencies to commit to three distinct pillars:

- 1 Agencies have done a wage audit within the last two years – this will become a rolling commission year over year.
- 2 Agencies have rectified any like-for-like disparities, thereby ensuring true pay equity.
- 3 Agencies are willing to be transparent about it by participating in the 3% pledge and by communicating their ongoing commitment to their employees, industry and the world.

i The 3% PLEDGE FOR PAY EQUITY is a powerful message to convey to women and men in our agencies, clients and the broader industry. We plan to create an ongoing feature on the 3% website to highlight the agencies who make the pledge. The first 30 agencies who join as part of the FIRST 3% for PAY EQUITY campaign will receive a special acknowledgment at our fall conference in Chicago on November 8th and 9th.

JWT gender pay gap is one-third in favour of men

by Gurjit Degun
March 01, 2019



There has been little change among WPP agencies.

Read Share

J Walter Thompson's gender pay gap in the UK remains the worst at WPP, as the holding company reports that there has been little change in the pay gap within the business.

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We analyze two things:

Pay Equity: Equal pay for equal work, regardless of gender

Pay Gap: The average difference in pay between men and women



How we do this:

We work with experts and use the most sophisticated pay analysis tool on the market.



Zev Eigen
Founder,
Chief Science Officer



Maria Colacurcio
CEO



Rob Porcarelli
Chief Legal Counsel

**We're
legit**

Same standards as US courts, state agencies, and the Equal Employment Opportunity Commission.

What we tested:

Multivariate Regressions

Cohort Analyses

Median Tests



”

**We have never seen a
data set like this before.**

— Rob Porcarelli, Chief Legal Counsel



Yay for pay equity!

This means...

there is no statistically significant difference between how women and men are paid here.

This doesn't mean...

That we are all paid the same exact amount.

There are controls that affect pay to consider -
subject matter expertise, tenure,
years of total experience, performance.

Yay again!
No statistically significant gap

All in

Women

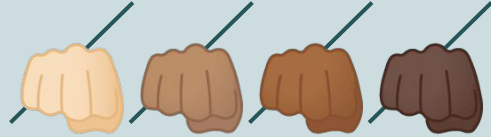
92¢

Men

\$1.00

**This is 12¢ above
the national average!**

We're crushing it!



But...we wanted to know more.

We noticed our data set was skewed by salaries of the F&B Global Board Members who work in our office.

**Syndio told us it's standard practice to
exclude the salaries of board members
when analyzing the whole workforce.**

So we removed them.

...the salaries, not the execs.

Without Board

Women

\$1.02

Men

\$1.00

Apples-to-Apples

National Average

80.7¢

F&B and TMK New York

\$1.02

**Great news.
But we're still working.**

Continuously Monitor and Report

Continue to use Syndio and report on annual basis

Committed to equitable starting pay

**We are
committed.**

Diverse pipelines when recruiting

Unbiased job descriptions using Textio

Inclusion survey

Mentorship program

Employee Resource Groups

Eliminating bias in interviews and evaluations

Race Pay Equity Analysis - Summer 2019

Questions? Comments? Thoughts?