

# Gender pay gap report 2025

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RAPP 



The UK's Equality Act of 2010 requires UK organisations of over 250 employees to report their gender pay gap figures annually, with an aspiration the gap will close. RAPP UK is proud to play its part in contributing to a robust dataset in the United Kingdom.

We are pleased to observe our pay gap figures shrinking, dropping from a mean of 21.3% to 17.5% in April 2023 - April 2024 - but our work is not finished. As we detailed in our previous report for 2022-2023 (published April 2024), many of the measures we have been taking to improve our gender pay gap are longer tail efforts. For RAPP UK to be fair and effective in permanently closing our pay gaps, we accept our approaches need to be methodical and consistent over time as we improve our systems and structures to make work and career progression fair and accessible for everyone.

That said, looking ahead we anticipate a strong improvement in our figures – an early indication that what we have been working towards in recent years is starting to work. We eagerly look forward to sharing those figures in our April 2026 submission.

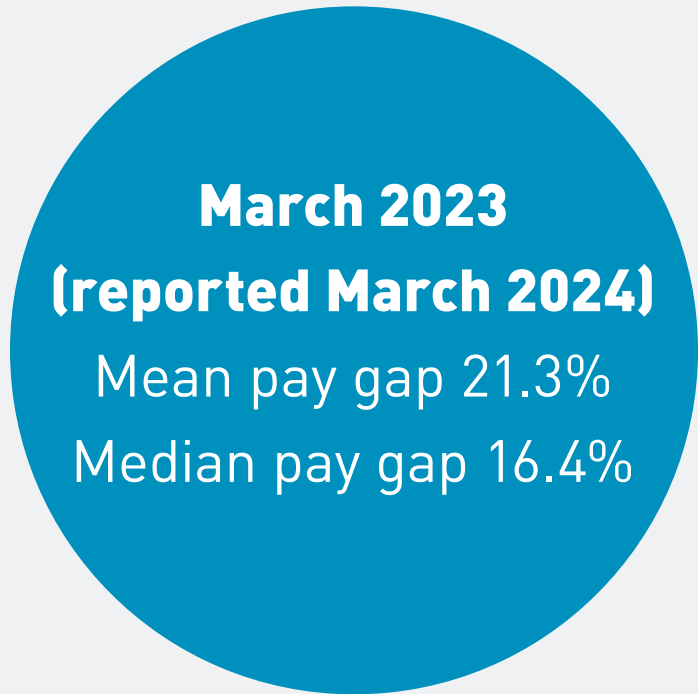
We remain on the journey to real inclusion while we have made inroads on some of our objectives set last year, there remains more work ahead of us to reach our goal in closing our pay gaps.

In the past year we are proud of some of the progress we made in this work, including:

- Development and launch of an internal mobility process and policy
- Creation and rollout of a recruitment and interviewing process and practices that promote belonging
- Improving our parental leave policy to encourage greater equality at home to foster greater equality at work by making significant improvements to our company parental leave policy for childbearing people, over doubling the number of paid weeks' time off to 26-week full pay - in addition to a Return-to-Work bonus for eligible returning childbearing people. We also offer an enhanced Paternity policy and our Shared Parental Leave policy.
- Instigated role mapping across departments against competencies, behaviours and pay bands



The gender pay gap for the RAPP Group (encompassing RAPP in the UK)





# Full reported gender pay gap data for RAPP Group

I confirm that the information contained in this report is accurate

Gabrielle Ludzker  
CEO RAPP UK



**RAPP** 

## % receiving a bonus\*:

Men 20.4%  
Women 14.1%

## Bonus\* gap:

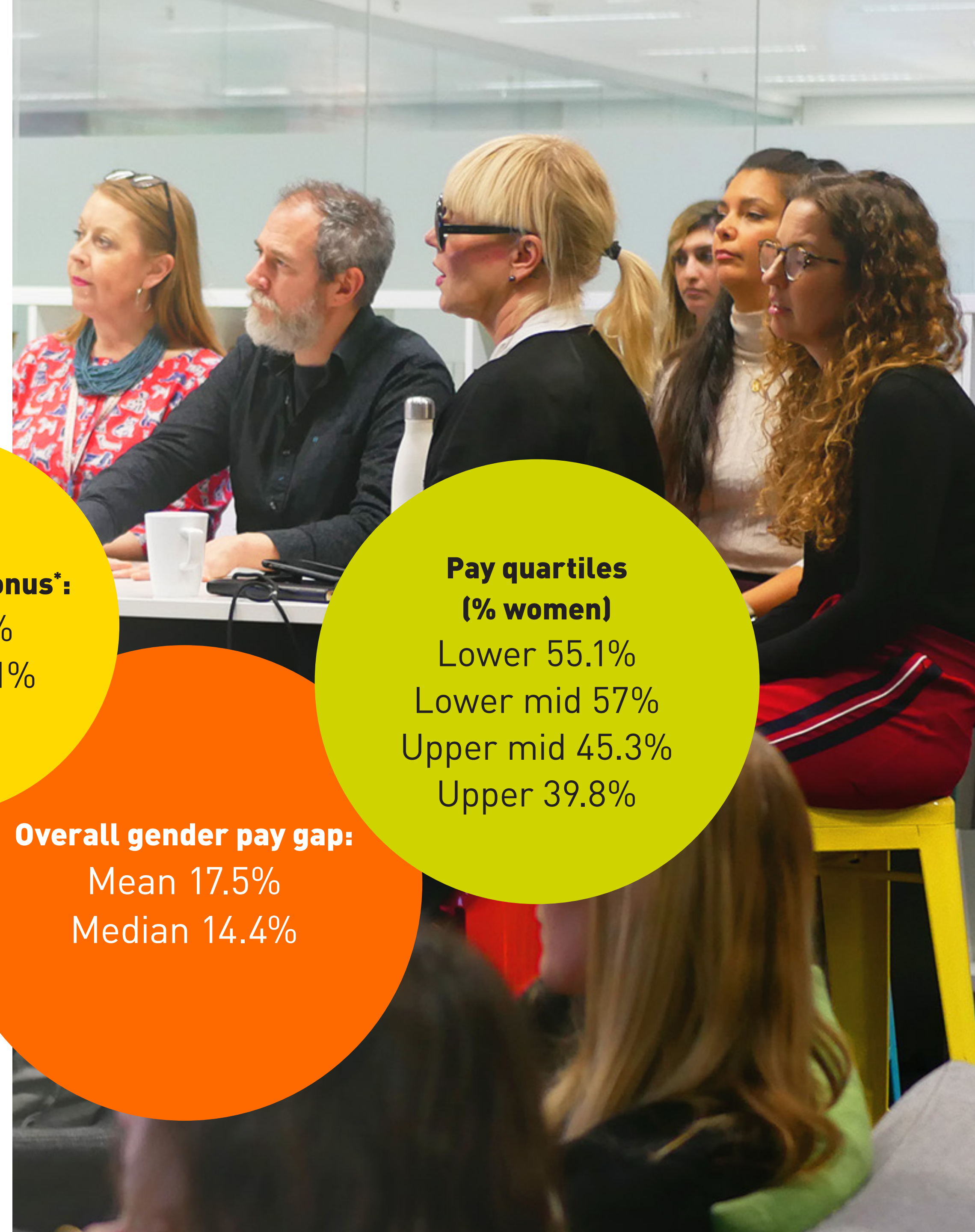
Mean 77.1%  
Median -93.3%

## Overall gender pay gap:

Mean 17.5%  
Median 14.4%

## Pay quartiles (% women)

Lower 55.1%  
Lower mid 57%  
Upper mid 45.3%  
Upper 39.8%



\*Please note in this report 'Bonus' is constituted as: Employee referral bonuses; Maternity return to work bonuses; Long Service awards; Stock vestings





**Our actions**



As we move into 2025, we have developed a comprehensive strategy to continue improving representation across all quartiles, with a specific focus on the Upper Quartiles. Our focus is comprised of tactical, structural and influencer measures as detailed below. Some of these measures might have a more recent effect while others will be longer tail endeavours. We are confident that they will culminate in a more inclusive and evolved working environment where everyone can thrive.

- Continuing to open doors for entry and growth into the industry
  - Extending our partnerships with schools, universities and apprenticeships
  - Broadening our talent pools for recruitment
  - Revising candidate criteria to ensure we're championing Culture Add
  - Creating an internal opportunities and vacancies board to democratise growth and mobility opportunities for all

- Setting individuals up for success
  - Training more individuals with underrepresented backgrounds to join hiring panels
  - Revising and evolving our onboarding strategy to make everyone's start with us a success
  - Aligning accessible training to competency level mapping
- Grow transparency as it pertains to:
  - Explainer videos on how to progress your role and pay
  - Share when we have performed our annual review of salaries to benchmark against our competitors
- Ongoing Support for Industry change
  - Continuing our partnership with the IPA (Institute of Practitioners in Advertising) and Women in Tech
  - Carrying our relationships and activity forward with Omnicom's ERGs

RAPP UK is steadfast in our commitment to closing our pay gaps. We continue to interrogate our data, quantitatively as well as qualitatively. We look to share those findings on a regular basis with the Executive Leadership Team and broader agency audience. We believe it is this transparency of action that will help us make the change we need to see possible.