

SHERLOCK INVESTIGATES:



Brief & Objectives:

As the oldest UK-based recruitment company specialising specifically in the retail sector, RHR wished to promote an internal process which is aligned with now one of the most debatable topics found in mainstream media in recent years - the gender pay gap.

Since its foundation in 1988, RHR has held a completely open salary policy which builds trust and respect, and ensures that people are not, unwittingly, treated unfairly. RHR believes that salary transparency leads to better culture, higher retention, and a more effective business than secrecy.

Campaign objectives included:

- To ensure that RHR becomes an 'industry champion' for closing the gender pay gap
- Lean on the togetherness, trust and the spirit amongst the staff as a direct result of knowing each other's salaries
- Secure at least one national broadcast interview
- To set up a series of face to face media briefings so company directors could discuss the open pay policy in more detail and secure exclusive offers

Outputs:

Between January 2015 - December 2015:

- News-jacking occurred on a regular basis to ensure that RHR was leading the national debates on gender pay.
- We would proactively pitch RHR as a leading commentator to carefully targeted HR and national media outlets, including print and broadcast.
- A media tour was arranged for company director, Peter Burgess, to spend the day meeting national journalists who had previously covered the topic of gender pay policies within the workplace.

Outcomes:

- Between January 2015 and December 2015, 45 pieces of extremely high-quality media coverage were secured.
- This included a front-page cover interview in leading human resources magazine, People Management. This would feature photos of the RHR staff holding up their payslips and sharing the figures openly with the readers of the magazine. The story was also featured online and shared across social platforms.
- Peter Burgess was also interviewed for a broadcast piece on the Financial Times' website which looked at how to navigate the gender pay gap. <https://www.ft.com/video/47390ebf-34a7-3a5d-8d81-f9841e73b73a>
- The company was featured in The Times within an article which looked at some of the best ways to retain staff. RHR zoned in on how an open pay policy can help you attract the best staff and retain that talent.