

# Pay Equity Issues & Insights Blog



## Pay Equity Joins the Big Game: Commercial Tackles Pay Equity at the Super Bowl

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**Seyfarth Synopsis:** Audi's Super Bowl commercial brings pay equity into the mainstream.

Pay equity is officially prime time. For some, the Super Bowl is a long-awaited football championship game. But, for others, the Super Bowl is all about the commercials. For a price tag of upwards of \$5 million dollars, advertisers are afforded global access to well over 100 million viewers, and commercials on football's biggest day are often cultural markers of the relevant social issues of the time. This year, [Audi's Super Bowl advertisement](#), which ends by blazing across the screen the statement "Audi of America is committed to equal pay for equal work. Progress is for everyone," adds pay equity to the list of social issues cemented in Super Bowl commercial fabledom.

The Audi commercial tells the story of gender equity through the eyes of a father. As his daughter blows away the competition in a cart race, the father muses on the pay gap between men and women that he has seen through his life and his parents' lives. As the daughter wins the race, the father thinks maybe he won't have to explain the wage gap to her, because, perhaps, women will be paid equally when she grows up.

Audi is not the first company to tackle pay equity in commercials. While [women's products](#) were one of the first to highlight pay equity, even beer makers have jumped on the bandwagon, [joking that "no one treats my mom like this"](#) in response to gender disparity.

As pay equity makes its way into the mainstream dialogue, savvy companies continue to make strides to ensure that their pay practices are applied without regard to gender (or any protected status). In addition to societal pressures, companies are also faced with compliance requirements. While it is not yet known whether the EEOC will move forward with the [expanded compensation report](#), we continue to see movement at the state and local level, as legislatures across the nation aggressively move forward to improve pay equity and enforce equal pay laws. While [California](#), [New York](#), [Maryland](#), and [Massachusetts](#) were some of the first states to impose stricter pay equity requirements, many other states are now also broadening pay equity protections.

[Seyfarth Shaw's Pay Equity Group](#) is on the forefront of the ever expanding pay equity spaces. Seyfarth has helped companies proactively address potential pay disparity in their workplaces as a means to not only minimize legal risk but to maintain a competitive advantage. Seyfarth's extensive knowledge of pay equity extends from the conference room to the courtroom, serving as defense counsel in pending pay equity class actions. Seyfarth also plays a role in developing the laws with its lawyers contributing written testimony on proposed legislation and regulations pending before the United States Senate, House of Representatives, and [the EEOC](#).

Stay tuned as Seyfarth continues to closely monitor the pay equity trends throughout the nation.

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