

ABSTRACT

Globalisation of the Advertising Industry and its Impact on Jamaica - A Case Study

Dianne Grace Thomas

This case study documents factors affecting Jamaica's advertising industry at the dawn of the millennium, placing in perspective the challenges faced by this global industry and analyses the prospects for the future.

Information on affiliation, the economic environment, and the use of technology and output was gathered through face-to-face and telephone administration of the questionnaire.

The results show that 75 per cent of the sample handles international business, 33 per cent are unwilling to expand internationally, and the devalued currency has not impacted on 33 per cent of agencies.

Keywords: Dianne Grace Thomas; Globalisation; Jamaica; Advertising industry.