

Ad Council Jamaica

Dr. Livingston White (President, Ad Council)

Kingsley Morris (President, Advertising Agencies Association of Jamaica)

The Ad Council sought to re-ignite their association with the MAJ to disseminate low inventory campaigns with good quality and high impact social messages. Other entities involved would be the Advertising Agencies Association of Jamaica, CARIMAC, Film Producers Association and non-government organizations.

The campaign running currently was themed “Break the Cycle of Domestic Violence” for Domestic Violence Month. A parenting campaign themed “Take the Time” was in the making. Upcoming ones were scheduled for Post-Christmas, first quarter 2017 and May 2017.

It was suggested that MAJ members should participate anonymously and only the Ad Council logo should be presented. It was confirmed that MAJ had no objections with non-members being involved in the campaigns.

The Chairman invited the Ad Council to meet more often and said that MAJ would not hesitate to give support.