

Chapter 1 : Jamaica First Caribbean Nation to Join UN Blue Heart Campaign - racedaydvl.com

The Jamaica Tourist Board (JTB) on Saturday launched its Join Me In Jamaica digital marketing campaign - the latest campaign celebrating our country. The initiative is a series of second videos featuring local Jamaican celebrities and friends of Jamaica sharing unique stories about the love for.

Since then, attempts at further public education have been made. On September 23, , the International Day against Sexual Exploitation and Human Trafficking of Women and Children, a public education campaign against human trafficking was launched. This phase of the campaign included the production of flyers and posters as well as the placement of messages on 13 buses which travel around the Corporate Area of Jamaica and the mounting of 7 billboards in major towns such as Kingston, Portmore, Montego Bay, Ocho Rios and Negril. An example of the human trafficking campaign bus signage. An example of the human trafficking campaign billboard. An example of the human trafficking campaign billboard on location. Human trafficking is modern-day slavery. Be wise, open your eyes, spot them, stop them, report them. But one can assume it must be the traffickers. Then we are reminded by message 3: You can help put an end to slaveryâ€again. And afterwards there is a call to action by message 4: Call or protect for child victims or the nearest police station. At the very bottom of the billboard, we see links to Facebook and Twitter which indicate that the campaign also utilizes some social media platforms. Apart from the words, there are three images: While repeating most of the information from the billboard, we are now given information on common trafficking indicators that relate to the victims of this activity. In comparing the poster to the billboard, we recognize more information is displayed on the poster than on the billboard â€ which is a good thing. Above is an example of the content that appeared on posters and flyers which gave more details than the campaign billboard. Congratulations to the campaign designers for not repeating all the information from the poster on the billboard â€ as can be seen sometimes when some campaigns attempt to integrate their many messages for consistency. That would be too much information for a billboard which already has about 4 worded messages including phone numbers, along with 3 images, and 2 links to social media. Several advertising experts will argue that effective billboards must contain only one simple message with few words â€ about fewer than 10 words. A quick review of these three sites site 1 , site 2 , site 3 supports this argument. A billboard is usually placed alongside a road and is meant to be seen mostly by drivers. No doubt, pedestrians will be able to read a wordy billboard. Some may argue that the human trafficking billboard is too wordy. Others may say that this is a serious issue and it needs a lot of attention, including many words placed on a billboard. But a wordy billboard is not necessarily an effective billboard. Human trafficking is a complex issue and based on information from the June 18 press release , the NATFATIP of the Jamaican Ministry of Justice has been implementing not only public education initiatives but also training programmes and shelters for victims. Complex issues require not only a well-coordinated response but also effective messaging. I am eager to see the messaging strategy for future phases of this human trafficking awareness campaign.

Chapter 2 : JTB Launches 'Join Me in Jamaica' Campaign - TravelPress

The time is long overdue for consumers, farmers, and the Jamaican economy to begin to benefit in a tangible way from the Eat Jamaican Campaign, which is now in its 15th year, according to President of the Jamaica Agricultural Society (JAS) Lenworth.

By then, Jamaica had been receiving a steady stream of American and European visitors and it was obvious that the island had the necessary attributes for tourism development. At first, visitors mainly included the wealthy whose primary mode of transportation was by ship. In , on the eve of the Second World War, the total number of visitors to Jamaica soared to 65, 54, were cruise passengers from 11, in This increase was credited in part to the arrival of Pan American World Airways Pan Am Clipper service in December which provided Jamaica with the first air link to its major market and paved the way for the average traveller to vacation on the island. This was achieved in At the outset, the then colonial government recognized that representation on the Board had to be diverse and inclusive of various tourism interests. Initially, the JTB comprised 20 members representing the hotel industry, shipping and airline companies, travel agencies, ground transportation providers and other relevant commercial interests. The period was an era of rapid growth and change in the industry. Rising incomes and cheaper airfares made it possible for more visitors to come to Jamaica and created an opportunity for the island to place greater emphasis on developing a year round tourist trade. Under Chairman Abe Issa, increased emphasis was placed on marketing and promotion with intensive advertising and publicity campaigns mounted overseas as well as locally. In May the JTB opened its own publicity department in Kingston which resulted in increased visibility for Jamaica in its major North American markets. During that year the Board also assumed responsibility for meeting and welcoming visitors to the island, a function previously performed by the Sugar Manufacturers Association. This increased marketing effort is credited with boosting arrivals by some Ocho Rios also made its debut as a port of call during that period. The push into North America was intensified in with the creation of the new position of General Manager of the North American offices and the appointment of Sam Levy to the post. The advertising and promotional campaign was also heightened in an effort to reach the , visitor arrival goal. At home, locals were encouraged to support the industry through the campaign Tourism Matters To You. In January there were 5, available beds on the island. By the end of , the number of beds had increased to 7, These new facilities provided the opportunity for Pan American Airlines to introduce new services, and for Jamaica to be included on the itineraries of other airlines. To improve the attractions and entertainment for visitors, championship golf courses including the Runaway Bay, Cardiff Hall and Half Moon Rose Hall were built, which along with Tryall and Constant Spring in Kingston brought the total on the island to five. The JTB was also actively involved in supporting and endorsing the development of sports such as tennis and game fishing as these provided additional promotional opportunities for Jamaica. To improve its image and visitor arrival statistics which by the end of had begun to decline , the Jamaica Tourist Board, under the Government of a newly independent Jamaica August 6, , was re-organised and the first Director of Tourism, John Pringle, appointed in

Chapter 3 : Jampro takes Brand Jamaica campaign to China

KINGSTON, Jamaica â€” The Jamaica Agricultural Society (JAS) says the Eat Jamaican campaign launched 14 years ago has saved the Jamaican economy over J\$70 billion since its inception.

Chapter 4 : JTB launches 'Join Me In Jamaica' campaign | Loop News

Launched in , the Eat Jamaican Campaign has embraced new initiatives to integrate local produce in all diets, including the hospitality trade, government institutions, as well as the Jamaica.

Chapter 5 : Jamaica's human trafficking awareness campaign

Jampro takes Brand Jamaica campaign to China Ministers Daryl Vaz and Audley Shaw yesterday led a delegation to present Jamaican opportunities to Chinese investors, distributors and influencers at the 5-day China International Import Expo (CIIE) in Shanghai, China.

Chapter 6 : Jamaica launches 'Join Me In Jamaica' digital campaign

"The Jamaica Agricultural Society continues to be very proud and exciting about the achievement of the Eat Jamaican campaign launched in this campaign has been a game changer for the Jamaican economy and has been the most impactful campaign since our Independence in ," said JAS president Norman Grant at the monthly meeting of.

Chapter 7 : Barbados Inspired By Jamaica Moves Campaign | RJR News - Jamaican News Online

(CMC) - The Jamaica government is to launch an educational campaign surrounding the impending ban on the importation, manufacture, distribution and use of specific categories of plastic.

Chapter 8 : Eat Jamaican campaign saved the economy over \$70b " JAS president

The Jamaica Manufacturers' and Exporters' Association (JMEA), of which Seaga also sits as president, will simultaneously promote Jamaican companies in a Corporate Pavilion.

Chapter 9 : WMW launches campaign | News | Jamaica Gleaner

The campaign is a series of second videos featuring local celebrities and friends of Jamaica sharing unique stories about their profession, love of their homeland and what makes it a great place to visit.