

## ABSTRACT

### THE HISTORY OF THE BRAZILIAN ADVERTISING INDUSTRY: INTERNAL AND EXTERNAL FACTORS

This study examines the Brazilian advertising industry between 1914 to the present. The purpose is to understand the influence of foreign advertising agencies, particularly American ones. The study is divided into three different stages that mark the development of the Brazilian advertising industry. The first stage, between 1914 and 1964, consists of the beginning of national advertising in Brazil and the expansion of foreign advertising agencies. The second stage, between 1964 and 1985, outlines the period in which the national advertising agencies topped the rankings by billing, surpassing foreign advertising agencies. The third stage, between 1985 to the present, describes how foreign advertising agencies regained their dominant position, following the global tendencies of free market trade.

The study found that Brazil's national advertising industry was assisted by foreign advertising agencies in various ways that helped the industry to grow and prosper. No substantial evidence of "cultural imperialism" was found.

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