



For Immediate Release

June 26, 2026

One Great Studio Appoints Global Marketing Strategist Peter Lloyd to Its Board...*brings 15 years of regional brand-building experience to the Group's next phase of growth.*



KINGSTON, Jamaica: One Great Studio Company Limited (1GS) has appointed Peter Lloyd, global marketing strategist and commercial executive, to its Board of Directors, effective June 24, 2026. His appointment strengthens the Group's strategic depth, adding an expert in scaling multi-brand organisations across diverse markets, a capability that fits directly into 1GS's growth agenda.

"Peter is exactly the calibre of leader the Board needed at this point in 1GS's journey," said John Bailey, Chairman of the Board. "He has spent 15 years building some of the most recognised brands in the Caribbean, operating at the intersection of strategy, commercial performance, and digital transformation. Added to that, his understanding of this region and his experience in advancing multi-country marketing organisations within a Group structure map onto what we are building. We're confident his contribution will accelerate the growth of our House of Brands and strengthen 1GS's position both locally and regionally."

Lloyd brings extensive senior marketing and commercial leadership experience to the 1GS Board, including a distinguished tenure at Digicel Group Limited, where he served as Group Chief Marketing Officer from 2019 to 2024. In the role, he oversaw a \$90 million annual marketing budget across 32 countries, drove a digital-first transformation across the Group, and helped position Digicel as the number one recognised brand in 26 markets.

His board-level experience includes appointments at Digicel Caribbean Limited, the Jamaica Trade & Investment Authority (JAMPRO), and the Digicel Foundation, as well as a current board membership with Special Olympics across the North America and Caribbean regions. Lloyd holds executive education credentials from INSEAD Business School in Paris and The Wharton School at the University of Pennsylvania, and a Bachelor of Arts with Honours in Marketing from Dublin Institute of Technology.

“I’m looking forward to working with the Board and leadership team to help shape the next phase of 1GS’s growth,” Lloyd shared. “The market is changing quickly, and there is a real opportunity to build new capabilities, deepen client partnerships, and expand the Group’s regional footprint. My focus will be on helping position the business for sustainable, long-term growth while ensuring it continues to deliver exceptional value to its clients.”

The appointment comes as 1GS enters a period of accelerated performance following a return to profitability in Q1 2026 and 34% year-over-year revenue growth. With its House of Brands, comprising One Great Studio, High Voltage Digital and DRT Communications now fully integrated and operating under a shared services model, the Group is focused on scaling its client base, seeking out cross-brand service opportunities, and evaluating potential acquisitions to add to its portfolio of specialist agencies in the near and medium term.

-END-

About One Great Studio Company Limited (1GS)

One Great Studio Company Limited (1GS) is a leading Caribbean agency listed on the Jamaica Stock Exchange’s Junior Market under the symbol 1GS. Through its House of Brands structure – comprising One Great Studio, High Voltage Digital, DRT Communications, and Snapay – the Group delivers digital marketing, web & app development, branding, e-commerce, SEO, video production, public relations, strategic communications, and media monitoring. 1GS is building the Caribbean’s most capable, integrated, and growth-oriented network of specialist marketing communications agencies.

For further information, please contact:

Danielle Terrelonge, Head of DRT Communications Division, 1GS
Tel: (876) 649-9448 | Email: info@onegreatstudio.com
One Great Studio Company Limited,
59 Hope Road,
Kingston 6,
Jamaica.

[CLICK HERE TO DOWNLOAD IMAGE OF PETER LLOYD](#)