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Kerala wins ad award

» The Kerala Tourism advertisement campaign 'Your Moment is Waiting' has won the bronze medal at the prestigious Prague International Advertising Festival (PIAF) in the category of 'state as an advertiser', report agencies from Thiruvananthapuram.

Other winners at the third edition of the PIAF, which

was held in Prague on April 25-26, included Volkswagen, consumer goods major Unilever and American confectionery conglomerate Kraft Foods, according to information available. Kerala Tourism had also won three gold medals at the Pacific Asia Travel Association international awards held recently.