Hindu Business Line

Kerala Tourism gets silver for print campaign

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Our Bureau

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Kerala Tourism has bagged a prestigious Golden Gate award at ITB Berlin, world's leading travel show.

The campaign titled 'Your Moment is Waiting' won the silver prize in the print category at the Das Golden Stadttor (Golden Gate) Awards.

The gold in the category went to Malaysia, an official spokesman said here.

BEST CREATIVES

These awards are instituted to honour the best creatives of the global tourism industry every year.

Ms Rani George, Director, Kerala Tourism, who headed the delegation to the travel festival, received the award.

The print campaign was conceptualised and created by Stark Communications, creative partner of Kerala Tourism.

Earlier, a three-minute ad film with the same title created by Stark had gone on to win over a dozen prestigious awards.

These included three gold medals at the Pacific Asia Travel Association (PATA) international awards.