

THE HINDU BUSINESS LINE

Kerala Tourism ad wins award

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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.' Other winners at the third edition of PIAF, which was held in Prague on April 25-26, included German car manufacturer Volkswagen, consumer goods major Unilever and American confectionary conglomerate Kraft Foods, according to information available here. Kerala Tourism had also won three gold medals at the Pacific Asia Travel Association international awards held recently. - IANS