

# Honour for Kerala Tourism at PIAF 2012

**T'Puram:** Kerala Tourism won a rare honour at the prestigious Prague International Advertising Festival (PIAF) 2012 for its print campaign, 'Your Moment is Waiting'.

Kerala Tourism won the bronze in the category of the state as an advertiser. In other categories, the awards were bagged by world's leading companies such as German car manufacturer Volkswagen, consumer goods giant Unilever and American confectionary conglomerate Kraft Foods.

Kerala Tourism's recognition in Prague comes close on the heels of a dozen awards, including three gold medals at the Pacific Asia Travel Association (PATA)

international awards, won by the 'Your Moment is Waiting' film campaign.

"This is an unprecedented honour. It is a recognition of the hard work put in by Kerala Tourism in managing the brand Kerala and devising timely marketing strategies," said Kerala Tourism Minister A P Anil Kumar.

PIAF is an exclusive event in the global advertising calendar. The winners were chosen by a jury of experienced advertising professionals, representatives of advertisers, marketing specialists and young creative professionals.

The other big names, which shared the podium with Kerala Tourism were McDonalds Germany, Sony

Pictures, Heineken, and Lego.

The print ad campaign had already won two regional awards at the Cochin Advertising Club Pepper Awards 2012 for photography and art direction.

"The award at Prague is another big endorsement, at the global level, for our efforts to further promote brand Kerala in the world tourism circuit. This recognition reiterates that our efforts are on the right track," said Kerala Tourism director Rani George.

The 'Your Moment is Waiting' ad campaign, both in the film and the print media, features glimpses of such moments of realisation felt by the tourists. ENS