

Kerala wins advertisement award in Prague

Thiruvananthapuram:

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 April 25-26, included German car manufacturer Volkswagen, consumer goods major Unilever and American confectionary conglomerate Kraft Foods, according to information available here.

"This is an unprecedented honour for us. It is a recognition of the hard work put in by the Kerala Tourism in managing the brand Kerala and devising effective marketing strategies," said state tourism minister A P Anil Kumar. IANS