



MEDIA RELEASE

KUDOS FOR “Malaysia: Truly Asia” CAMPAIGN

Tourism Malaysia won four gold and one silver international awards for its advertising campaign at the prestigious Hospitality Sales and Marketing Association International (HSMAI) Adrian Awards 2004 competition in New York.

The award-winning entries were among 1,350 entries from 45 countries. They form part of Tourism Malaysia’s current TV and print “Malaysia: Truly Asia” campaign launched in July 2004 that has received wide recognition.

The Prime Minister, Y.A.B. Datuk Seri Abdullah Ahmad Badawi has mentioned that through the “Malaysia: Truly Asia” campaign, Malaysia has become one of the world’s prime must-visit destinations.

In the increasingly competitive area of destination marketing, the campaign was commended by world-renowned brand “gurus” such as Al Ries, Jack Trout and Paul Temporal.

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