

KUALA LUMPUR AWARDED FOR THE BEST PROMO CAMPAIGN



Sarong Campaign launched by Kuala Lumpur Convention Center has attracted international audience from all over the world to Malaysia. Recently the campaign won gold, after facing challenging competition globally, in an international contest in 2012 for Best Print Advertising Campaign, an award that was issued by the Meetings Industry Marketing Awards (MIMA).

The awards are organized by Meetings and Incentives Travel (M&IT) and were launched in 2002 to uplift the marketing standards in the meetings as well as events industry. Furthermore, the awards also aim at recognizing marketers in the industry.

The Sarong Campaign was developed in 2011 as the convention center's strategy to penetrate Northern America meetings' market by utilizing the Malaysian signature apparel to create awareness and interest in Malaysia as a favorite and unique meetings destination.

The campaign was a major success as it was warmly received, according to the center's manager, Mr. Datuk Peter Brokenshire. Consequently, an increase in enquiries from the target market was observed with others turning into potential business leads.

This positive acceptance has led the management to recently consider rolling the campaign to other international markets based on the success it experienced in North America. Some of the target markets include Europe and Australia. The management is optimistic it will receive the same positive entry as in North America.

Major events are in the center's calendar as it will host the 127th IOC session in 2015 in which the 2022 Winter Olympics host will be elected.

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