Eastern Wins Four Golds at Love of Advertising Awards

KOCHI, KERALA | November 3, 2026: Eastern has won four Gold awards at the prestigious Love of Advertising (LOA) Awards in Thiruvananthapuram for its culturally rooted campaigns, *Penn Pooram* and *Aarpo Irro*, created in partnership with McCann Worldgroup.

The four awards were received on behalf of Eastern and the McCann Worldgroup team by PK Anil Kumar, Director – Creative Excellence, McCann Worldgroup (Mumbai).

The LOA wins follow Eastern's Maddys Award for Media Innovation (Sponsorships), won a few months earlier, also for the Aarpo Irro campaign. Recognition at both awards highlights the campaign's approach to turning a culturally rooted sponsorship into a dynamic media platform.

PENN POORAM

Gold – Offline Brand Activation | Gold – Social Media: Film – Single

Conceived to encourage greater female participation in Thrissur Pooram, Penn Pooram became part of a growing movement towards making the festival more inclusive. At its heart was a digital film featuring Hridhya K. Sudheesh, the only female Kurum Kuzhal artist performing in the Thrissur Pooram Melam, celebrating her journey and encouraging more women to participate in traditionally male-dominated spaces. The campaign was further amplified through on-ground initiatives, including Penn Idam, a dedicated resting space for women, a selfie contest and a photo booth.

AARPO IRRO

Gold – Media Innovation: Sponsorships | Gold – Media Innovation: Sports Marketing

Rooted in the thought that Eastern is Kerala's own brand, Aarpo Irro saw the brand become the chief sponsor of the Veeyapuram Chundan at the Nehru Trophy Boat Race. Going beyond conventional sponsorship, Eastern became part of a cultural celebration deeply woven into Kerala's identity. The association became even more special when Veeyapuram Chundan went on to emerge as the champion.

Speaking on the achievement, Praveen Ramaswamy Karisangal, CMO, Eastern, said:

"At Eastern, we believe the strongest brand ideas emerge from authentic human and cultural truths. With Penn Pooram and Aarpo Irro, we wanted to go beyond conventional advertising and become an active part of Kerala's cultural celebrations. These four Gold awards are a proud recognition of our commitment to celebrating the people, traditions and spirit of Kerala.

Through these campaigns, Eastern continues to demonstrate how brands can build meaningful connections by becoming part of the culture, communities and traditions they represent."