

Launchfire Wins Gold at 2018 AVA Digital Awards

OTTAWA, ON February 22, 2018 — Launchfire, a game-based marketing and training company, won Gold at the 2018 AVA Digital Awards.

The AVA Digital Awards recognize outstanding achievement by creative professionals in the concept, direction, design and production of media that is part of the evolution of digital communication. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

Our goal is always to build engaging promotions that drive measurable results for our clients. It's an honour to have that work recognized by the AVA Digital Awards.

— AJ Pratt, co-founder, Launchfire

The winning entry was a fun board-game style promotion. Players had to find their way across the game-board and collect grand prize entries, while avoiding the game-over tiles.

Winners of the AVA Digital Awards were selected from over 200 categories in Audio, Video, and Web-based production. A list of Platinum and Gold winners can be found on the AVA Digital Awards website at www.avaawards.com.

About AVA Digital Awards

AVA Digital Awards is an international competition that recognizes excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communication. Work ranges from digital engagement campaigns – to audio and video production – to website development – to social media interaction – to mobile marketing. Website: www.avaawards.com

About Launchfire

Launchfire turns boring stuff into games. Whether you want to drive app & loyalty adoption with our game-based marketing programs — or — are looking for a platform to turn your employees into the driving force behind your digital transformation: we've been kicking a\$\$ since 1999.

Website: www.launchfire.com



ABOUT LAUNCHFIRE

What's a Launchfire?

Whether you want to sell more stuff, educate, and increase consumer awareness with our game-based marketing programs — or — are looking for a digital transformation platform to teach your employees how to become the driving force behind your digital transformation: we've been kicking a\$\$ since 1999.

Check out www.launchfire.com for more information.



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