

Launchfire Wins Gold at 2018 Hermes Creative Awards

Digital promotions company wins gold at international competition for work with World's Best Cat Litter

OTTAWA, ON April 25, 2018 — Launchfire won Gold at the 2018 Hermes Creative Award for their game-based promotion with World's Best Cat Litter. This is the 3rd consecutive year Launchfire has won gold at the international competition.

"We're very proud of our work with World's Best Cat Litter. Our goal is always to build engaging game-based sweepstakes that drive real results for our clients. It's an honour to have that work recognized by the Hermes Creative Awards."

— AJ Pratt, co-founder, Launchfire

The Litter Bit Amazing Game featured an addictive risk/reward game that challenged players to make it to the top of the pyramid without hitting a game-over. The promotion helped market World's Best Cat Litter and drive sales. For more information about World's Best Cat Litter, visit: <https://www.worldsbestcatlitter.com/>

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (www.amcpros.com). AMCP 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.

About Hermes Creative Awards

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing, and design of traditional and emerging media. Hermes Creative Awards recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals.

Website: <http://www.hermesawards.com>

About Launchfire

Launchfire helps banks, retailers & telcos with the human side of their digital transformations. Whether you need to drive app adoption, loyalty & sales, or turn your employees into a driving force for digital adoption — we've been kicking ass 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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