

# Launchfire Wins 2nd Award for Game-Based Promotion with World's Best Cat Litter

**OTTAWA, ON** June 13, 2018 — Launchfire, a leading digital promotions company, won a 2018 Communicator Award for their game-based promotion with World's Best Cat Litter. This is the second award that Launchfire has received for *The Litter Bit Amazing Game*.

*"We're very proud that our work has been recognized by two separate international awards programs. We constantly strive to produce engaging promotions that drive great results, so it's very gratifying to see that work recognized by the international community."*

— AJ Pratt, Co-Founder, Launchfire

Now in its 24th year, the Communicator Awards is the largest and most competitive awards program honouring creative excellence by communications professionals. The Communicator Awards are judged and overseen by the Academy of Interactive and Visual Arts (AIVA), a 600+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media.

*"We are extremely proud to recognize the work received for the 24th Annual Communicator Awards. This year's class of entries embodies the ever-evolving marketing and communications industry. On behalf the Academy members, I'd like to applaud the entrants this season for their dedication to producing outstanding content as they continue to push the envelope of creativity."*

— Derek Howard, director of the AIVA

The winning entry, *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 Litter Bit Amazing Game* helped market World's Best Cat Litter products and drive sales.

Launchfire also received a Gold Hermes Creative Award for *The Litter Bit Amazing Game* [earlier this year](#).

## About the Communicator Awards

The Communicator Awards is the leading international awards program honoring creative excellence for marketing and communications professionals. Founded by passionate communications professionals over two decades ago, The Communicator Awards is an annual competition honoring the best digital, mobile, audio, video, and social content the industry has to offer. The Communicator Awards is widely recognized as one of the largest awards of its kind in the world.

Please visit [www.communicatorawards.com](http://www.communicatorawards.com) for more information.

## About Launchfire

Launchfire help 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](http://www.launchfire.com)



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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](http://www.launchfire.com) for more information.

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