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# Launchfire Wins Gold at 2019 Hermes Creative Awards

## Digital promotions company wins gold for work with World's Best Cat Litter

**OTTAWA, ON** May 1, 2019

Launchfire has won Gold in the games, contests & presentations category at the 2019 Hermes Creative Award for their work with World's Best Cat Litter. The winning promotion, The Litter Bit Amazing Game, engaged customers and promoted World's Best Cat Litters' products. This is the 4th 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

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals ([www.amcpros.com](http://www.amcpros.com)). The international organization consists of several thousand marketing, communication, advertising, public relations, media production and free-lance professionals. AMCP oversees awards and recognition programs, provides judges and rewards outstanding achievement and service to the profession.

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. Winners were selected from 200 categories grouped under advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic media and pro bono. A list of Platinum and Gold Winners can be found on the Hermes Creative Awards website at [www.hermesawards.com](http://www.hermesawards.com).

### **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**

Established in 1999, Launchfire helps retailers, CPG companies, and financial institutions engage, educate, and motivate behaviour changes among their customers. We don't run sweepstakes just to give away prizes; our promos are designed to drive business results — and our analytics portal ensures you are able to track the impact each promo has on key business results..

Website: [www.launchfire.com](http://www.launchfire.com)

### **Press Contact**

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#### ABOUT LAUNCHFIRE

Established in 1999, Launchfire helps banks, retailers and telcos drive adoption of their digital products and technology. We take a 360 degree approach to digital transformation, working with clients to engage, educate, and incentive behaviour changes — both internally and in consumer facing programs. For more information visit: [launchfire.com/digitaltransformation](http://launchfire.com/digitaltransformation)

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Launchfire