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Launchfire Wins Award of Excellence at 25th Annual Communicator Awards

Digital promotions company wins international award for work with World's Best Cat Litter.

OTTAWA, ON May 9, 2019

Launchfire has won an Award of Excellence in the contests & promotions category at the 25th Annual Communicator Awards 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.

"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 Communicator Awards."

— AJ Pratt, co-founder of Launchfire

With over 6,000 entries received from across the US and around the world, the Communicator Awards is the largest and most competitive awards program honoring creative excellence for communications professionals.

"We are extremely proud to recognize the work received in the 25th Annual Communicator Awards. This class of entries we received this season embody the ever-evolving marketing and communications industry" noted Derek Howard, director of the AIVA. He added, "On behalf of the Academy, 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."

Please visit www.communicatorawards.com to view the full winners list.

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 for more information.

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

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

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Launchfire