**FOR IMMEDIATE RELEASE:**

**Launch Interactive Named 2016 Digital Marketing Agency of the Year by TAG Marketing**

*Atlanta, Georgia - November 3, 2016 –*Launch Interactive, LLC. (Launch) has been named the Digital Marketing Agency of the Year by Technology Associate of Georgia (TAG) at the 2016 TAG Marketing Awards, which recognize Atlanta’s top tech marketers and agencies.

This year’s [TAG Marketing Awards](http://www.tagonline.org/events/tag-marketing-awards/) “[put] the New Face of Marketing front and center – recognizing the innovators, the risk takers, the change-makers and the up-and-comers.” Awards are given for technology-based marketing efforts across multiple categories, including Marketing Executive of the Year, Best Integrated Marketing Campaign of the Year, and Launch’s achievement of Digital Marketing Agency of the Year.

Launch Interactive was nominated for the work they’ve done with [Terminus](http://terminus.com/), on both their marketing [website](http://www.launchjourney.com/terminus) and their ABM [software UI](http://www.launchjourney.com/terminus-software). Terminus, who nominated Launch for the award, is a B2B Account Based Marketing company whose platform enables marketers to target best fit accounts at scale. Launch was honored to be recognized by a long-term partner.

*“When Javier and I started this agency 5 years ago, our central purpose was to create the company we always wanted to work for, but could never find. It was a simple idea that helped us recruit some of the most talented people we’ve ever met to join our fledgling venture. We built a tight-knit, experienced group of folks who deliver excellent digital strategies and solutions for our clients. And I think our biggest point of pride is how much our clients enjoy working with us and keep coming back for more. Thank you TAG, and Terminus, for the recognition.”*

David Preiss, Co-founder

**About Launch Interactive, LLC.** [Launch is a digital agency headquartered in Atlanta](http://www.prweb.net/Redirect.aspx?id=aHR0cDovL3d3dy5sYXVuY2hqb3VybmV5LmNvbQ==), providing strategy, UX, creative, content, and development for great companies. Started in 2011 by two long-time friends, the company fosters a culture of fun and friendship under the mantra that great teams make great experiences. Launch aims to be the best company to work for and with. Their clients include top companies such as Salesforce Pardot, Autodesk, Genuine Parts, Kids II, Terminus, Dropbox, The Home Depot, Fiserv, and North Highland.

**About TAG Marketing**

TAG Marketing Society’s mission is to build a vibrant community of innovation and knowledge sharing for technology marketing professionals. They conduct quarterly forums designed to foster exchange of ideas around relevant and practical topics in technology marketing. They also host the annual Tech Marketing Awards to recognize innovators and celebrate successes. Marketing, when executed correctly, leads to higher sales and greater profits. That’s the focus of TAG Marketing, the only statewide association that is 100% focused on serving a membership of technology marketing processionals. For more information visit the TAG Marketing website at <http://www.tagonline.org/chapters-and-societies/marketing/>

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