

PRESS CONTACT:

Lauren Russ
Connect Communications, Inc.
☎ (773) 868 - 0966
✉ lauren@connectcomsinc.com

ADDRESS:

22 Hamilton Ave N.
Ottawa, ON K1Y 1B6, Canada
☎ (613) 728 - 5865

3704 N. Lincoln Avenue, Suite C
Chicago, IL 60641, USA
☎ (773) 868 - 0966

FOUNDED:

1999 

EMPLOYEES:

26 

WEBSITE:

Marketing: www.launchfire.com
Training: training.launchfire.com

BLOG:

think.launchfire.com

SOCIAL MEDIA LINKS:

 www.linkedin.com/company/launchfire-interactive
 www.facebook.com/Launchfire
 twitter.com/Launchfire

BACKGROUND

Founded in 1999, **Launchfire** is a pioneer in gamification and game-based engagement. Both of the company's two divisions, consumer marketing and employee training, offer extensive suites of digital products to drive engagement and motivate end users.

PRODUCTS

Marketing

- Sweepstakes
- Instant win
- Loyalty platforms
- Collection games
- Advergaming
- User-generated contests
- Reviews and testimonials
- Shopper marketing
- Point of sale solutions
- Achievements and trophies
- Single sign on

Training

- Training games
- Simulations
- Scenario-based learning
- Game modules
- Mobile
- Employee contests
- Employee rewards programs

SERVICES

Marketing

- Strategy
- Creative
- Project management
- Partner integration
- Prize procurement and fulfillment
- End-user support and legal services

Training

- Strategy
- Game-based course design
- Reporting & analytics
- LMS integration
- Hosting
- Maintenance

SOFTWARE

Marketing

Launchfire's SmartPromo platform is a proprietary tool that profiles consumers as they interact at each touch point. Profile data can then be leveraged to deliver personalized messaging designed to usher individuals to the next step on the path to purchase. Marketers can also analyze performance using SmartPromo's analytics package.

Training

Launchfire's cloud-based gamified training platform powers all of the game-based training programs the company builds. In addition to providing a future-of-the-art autoscaling hosting environment, the platform offers downright surgical tracking and analytics.



RECOGNITION/AWARDS:

2016:

- Top Shop Designation
- Gold: Harris Teeter Holiday Wonder Wheel - Hermes Creative Awards
- Gold: Harris Teeter Holiday Wonder Wheel - AVA Digital Awards
- Best Info-Sec Training Exercise - FISSEA

2015:

- Top Shop Designation

2014:

- Top Shop Designation
- Platinum: Maple Leaf Foods Match n Win - Hemes Creative Awards
- Award of Distinction: Maple Leaf Foods Match n Win - The Communicators Award

2013:

- Gold: Cracker Barrel All American Spin n Win - Hermes Creative Awards
- Silver: Cracker Barrel All American Spin 'n' Win - Summit Creative Award
- Award of Excellence: Shoppers Drug Mart Celebrate 50 - The Communicators Award
- Award of Distinction: Sobeys Holiday Helpings - The Communicators Award
- Award of Distinction: Shoppers Drug Mart Guess the Gift - The Communicators Award

INDUSTRY FOCUS

Digital Marketing

Launchfire provides gamified digital marketing products to help leading retail, restaurant, and CPG marketers *drive engagement at every step along the path to purchase.*

Training

Launchfire builds game-based eLearning programs that make training *fun, addictive* and *effective.*

AGENCY CULTURE

The *Launchfire* team is a down-to-earth group of top-notch technologists, creative specialists, and account managers that collaborate to create solutions that drive business results

AGENCY LEADERSHIP

- John Findlay, Founder, Program Designer
- AJ Pratt, Founder, Program Designer
- Alex Lemaire, CTO
- Joel Lemaire, Director, Client Services
- Romeo Maione, Program Designer
- Brandon Ferguson, Client Services

OWNERSHIP

Independent

KEY CLIENTS

Marketing:



Training:

