Utility Ad Awards winners

Utility Ad Awards winners



An independent group of judges selected the winners based on message, creativity, results, call to action or brand connection, and overall impression. Judges included Joshua Olmstead, Paper City Digital; Tracy Gehrts, JobsOhio; A.J. Schmitz, Progressive Marketing Group Inc.; and Dan Mees, Mees Communications. We honored the winners at a special awards session at the E Source Forum 2023.

Energy efficiency and demand response programs

Solar, storage, EVs, and electrification

Safety and emergency or outage communications

Brand

Home energy management and smart home

Self-service

Crowd-pleaser

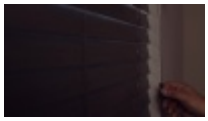
View more utility ad campaigns

If you're a member of the E Source Business Marketing, Residential Marketing, or Corporate Communications Service, you can use the E Source Energy AdVision tool to access utility ad campaigns related to your service topics. To set up a demo of Energy AdVision or to learn more about our marketing and communications services, contact us or call 1-800-ESOURCE (1-800-376-8723).

Energy efficiency and demand response programs

First place: Ameren Illinois

Matt at Home



Second place: PNM

Check with PNM



Solar, storage, EVs, and electrification

First place: Tennessee Valley Authority

In Charge: Life with an Electric Vehicle Season 2



Second place: Duke Energy

EV Garage 2022



Brand

First place: Tampa Electric

Reliability



Second place: Otter Tail Power Co.

Power you can count on



Safety and emergency or outage communications

First place: FirstEnergy

FirstEnergy Drone Safety



Second place: SoCalGas

Safety Call Before You Dig



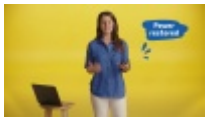
Self-service

First place: BGE

Power to Take Charge

Second place: Tampa Electric

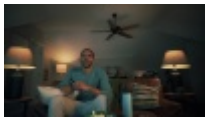
New Technology



Home energy management and smart home

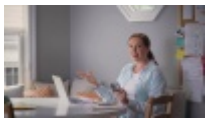
First place: LG&E and KU

Energy Efficiency Friendly Reminders



Second place: Ameren Missouri

Power To Be Me



Crowd-pleaser

takeCHARGE, a joint partnership between Newfoundland Power and Newfoundland and Labrador Hydro

Go EVerywhere in an EV



View past years’ winners

- 2022
- 2021
- 2020

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