E Source announces 2019 Utility Ad Awards Contest

By Sannie Sieper
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For the 11th consecutive year, E Source will be recognizing and rewarding creative excellence in utility advertising with the annual E Source Utility Ad Awards Contest. The contest is now open and accepting entries until May 3, 2019.

This year, E Source is looking for utility ad campaigns that have generated results—such as increased brand awareness, website traffic, and program participation—while also being creative. The competition is open to any electric or gas utility located in the US or Canada, and we encourage utility marketers or advertising agencies to submit their most effective and creative campaigns. E Source will honor campaigns in the following categories:

- Energy-efficiency and demand-response programs
- Solar, storage, electric vehicles, and electrification
- Safety and emergency or outage communications
- Brand
- Home energy management and smart home
- Self-service (bill pay, start or stop service, etc.)

Read full submission terms at www.esource.com/adcontest.

“We want to see multiple ad formats for each submission so we can accurately evaluate complete campaigns,” says Sannie Sieper, director of marketing for E Source. “I can’t wait to see how utilities are pushing the envelope to reach their campaign goals, whether through a humorous TV commercial or an eye-catching social media post.”

An independent group of leading creative directors, graphic designers, art directors, and writers will review and score the entries based on ad effectiveness, objectives, message, memorability, and creativity. E Source will announce the winners at E Source Forum 2019 and publish the winning ad campaigns on its website.

View winning ads from previous years at www.esource.com/adcontest-winners.

About E Source

For 30 years, E Source has been providing market research, data, and consulting services to more than 300 utilities and their partners. This guidance helps our customers advance their efficiency programs, enhance customer relationships, and use energy more efficiently.

Public relations contact

Sannie Sieper, Director of Marketing, E Source
Contact us
303-345-9138

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