E Source Announces Winners of the 2019 Utility Ad Awards Contest

Hawaiian Electric Co., Southern California Gas Co., NB Power, JEA, Enbridge Gas Capture Top Rankings
By Sannie Sieper
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At E Source Forum 2019 in Denver, E Source announced the winners of the 2019 Utility Ad Awards Contest, recognizing and rewarding creative excellence in utility advertising. In its 11th year, the contest evaluates 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.

First place in the category of Best Brand Campaign went to Hawaiian Electric Co. Southern California Gas Co. won for Best Energy-Efficiency and Demand-Response Programs Campaign. NB Power earned first place in the category of Best Distributed Energy Resources Campaign. JEA won for the Best Safety and Emergency Campaign. Enbridge Gas took top honors for Best Self-Service Campaign.

An independent group of judges selected the winners based on message, creativity, results, call to action or brand connection, and overall impression. Judges included Lucia Riley, SAS Institute; Michael Simbrom, Communication Strategy Group; A.J. Schmitz, Progressive Marketing Group Inc.; David Smail, University of Colorado at Boulder, College of Media, Communication and Information; and Chelsea Slaggert, communications manager at a national accounting firm.

“We’re thrilled to celebrate the 11th anniversary of our utility ad contest. We received more than 500 ad submissions from over 50 utilities this year,” says Sannie Sieper, director of marketing at E Source. “This year’s submissions were impressive, and it’s exciting to see the new ways utility marketers are adapting to the changing advertising landscape in order to connect with their customers. Congratulations to these innovative marketing and advertising teams!”

2019 E Source Utility Ad Awards Contest winners

Best Energy-Efficiency and Demand-Response Programs Campaign

1. Southern California Gas Co.
2. National Grid

Best Brand Campaign

1. Hawaiian Electric Co.
2. Hydro One

Best Distributed Energy Resources Campaign

1. NB Power
2. Omaha Public Power District

Best Safety and Emergency Campaign

1. JEA
2. Toronto Hydro

Best Self-Service Campaign

1. Enbridge Gas
2. Toronto Hydro

E Source presented Idaho Power Co. with the Crowd-Pleaser Award, based on online recognition. Facebook users voted by visiting the E Source Facebook page and "liking" their favorite video advertisement.

E Source honored the winners at a special awards lunch held during the 2019 E Source Forum. View the winning ads from 2019 and prior years.

About E Source

For over 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 clients advance their customer energy solutions and enhance their relationships, while becoming more innovative and responsive in the rapidly evolving market.

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