E Source announces 2020 Utility Ad Awards Contest

Utilities can submit print, radio, TV, outdoor, and digital ads
By Sannie Sieper
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For the 12th year in a row, E Source will recognize and reward creative excellence in utility advertising with the annual E Source Utility Ad Awards Contest. The contest is now open and accepting entries until May 22, 2020.

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, gas, or water utility located in the US or Canada. E Source encourages utility marketers or advertising agencies to submit their most effective and creative campaigns. Awards will be given 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.)

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

“With our recent acquisition of UtiliWorks, we’re expanding this year’s contest to include water utilities. I’m excited to see the creative formats they use to achieve their campaign goals,” says Sannie Sieper, director of marketing for E Source. “We’re also expecting to see ad campaigns that are relevant to today’s uncertain landscape, so that should be a distinct difference from previous years. I always enjoy reviewing the ad campaigns, regardless of their focus, and I’m continually impressed by these innovative marketing and advertising teams’ clever ideas.”

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 during E Source Forum 2020 and publish information about the winning campaigns on the E Source website.

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

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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