E Source award season: Submit your ad campaigns or customer or employee initiatives today!

By Sara Patnaude
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It's award season! No, we aren't referring to the GRAMMY Awards or the Oscars. We're talking about our very own award season here at E Source. If you've got work from the past year you're proud of (and we know you do!), consider entering the Utility Ad Awards Contest or Achievements in Customer and Employee Experience to get the recognition you deserve. Whether it's a phenomenal ad campaign that moved mountains or an amazing customer or employee experience project, we want to hear from you!

> We're excited to celebrate the 13th anniversary of our utility ad awards contest! We're always thrilled to see the new ways utility marketers adapt their advertising methods to connect with customers, but we're especially impressed with how they're supporting their customers and providing relief during the pandemic. —Sannie Sieper, director of marketing, E Source

Keep reading to learn more information about the contests and submit your entries today.

Utility Ad Awards Contest (April 19 through May 28)



The Utility Ad Awards Contest, now celebrating its 13th year, is the energy industry's largest and most comprehensive competition, attracting hundreds of entries. Our goal is to recognize and reward creative excellence in utility advertising. We're accepting entries from April 19 to May 28.

As we've seen from past entries, utility ads can convey all kinds of messages, such as:

- Humor
- Trustworthiness
- Energy education
- Conservation and energy efficiency
- Environmental stewardship

Get inspriation from checking out our previous winners and their award-winning ads.

Some of the 2020 winners included LG&E, CenterPoint Energy, BGE, Sacramento Municipal Utility District, WPPI Energy, Puget Sound Energy, Southern California Gas Co., Ameren Illinois, and more!

We're looking for:

- Ad campaigns targeted to residential or business customers
- Ad campaigns with a record of success with your utility audiences
- Clear messages with a visual appeal
- Ad campaigns promoting your utility's brand, programs, or services

The 2021 award categories are:

- 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.)

Enter the contest

E Source Achievements in Customer and Employee experience (April 26 through June 18)



If you're working on improving your customer or employee experience, we want to know about it! Tell us about your program and we'll consider it for an Achievements in Customer and Employee Experience award. We're accepting entries from April 26 through June 18.

We'll honor utilities for their work in two categories:

Achievements in Customer Experience. This celebrates excellence in utility customer experience management, highlighting tactics and excellence that enhance the customer experience across key journeys such as billing, payment, web/mobile experience, start-stop service, new construction, community interaction and services, and outage management and communications.

Achievements in Employee Experience. This celebrates innovative methods in employee engagement that result in a favorable customer experience. This award highlights utilities that are working hard to engage, enable, educate, empower, and reward employees to provide exceptional customer service.

Our judges will evaluate achievements based on:

- Unique approaches and creativity
- Whether the project impacted multiple areas of the organization
- Metrics and results
- Overall impression

Check out our press release E Source announces winners of fourth annual Achievements in Customer and Employee Experience to see who won in 2020. They include Con Edison, American Electric Power, Hydro-Québec, and NIPSCO.

Submit your achievement today!

For more information on either of these competitions, contact us.

Best of luck to all who enter in this year's award contests!

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