Utility Ad Awards Contest winners 2020

September 30, 2021

Utility Ad Awards Contest winners 2020

Looking for this year's E Source 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 A.J. Schmitz, Progressive Marketing Group Inc.; Kailie Hartman, Executive Events; Lindsay Sutula, Sutula Marketing; Lucia Riley, SAS Institute; Michelle Goldberg, Chapel of the Flowers; and Mike Swainey, Intelligent Demand. We honored the winners during the online event The winners of the 2020 E Source Utility Ad Awards Contest.

Brand

Energy-efficiency and demand-response programs

Safety and emergency or outage communications

Self-service

Solar, storage, electric vehicles, and electrification

Home energy management and smart home

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).

Brand

First place: LG&E and KU



Second place: CenterPoint Energy

Energy-efficiency and demand-response programs

First place: BGE



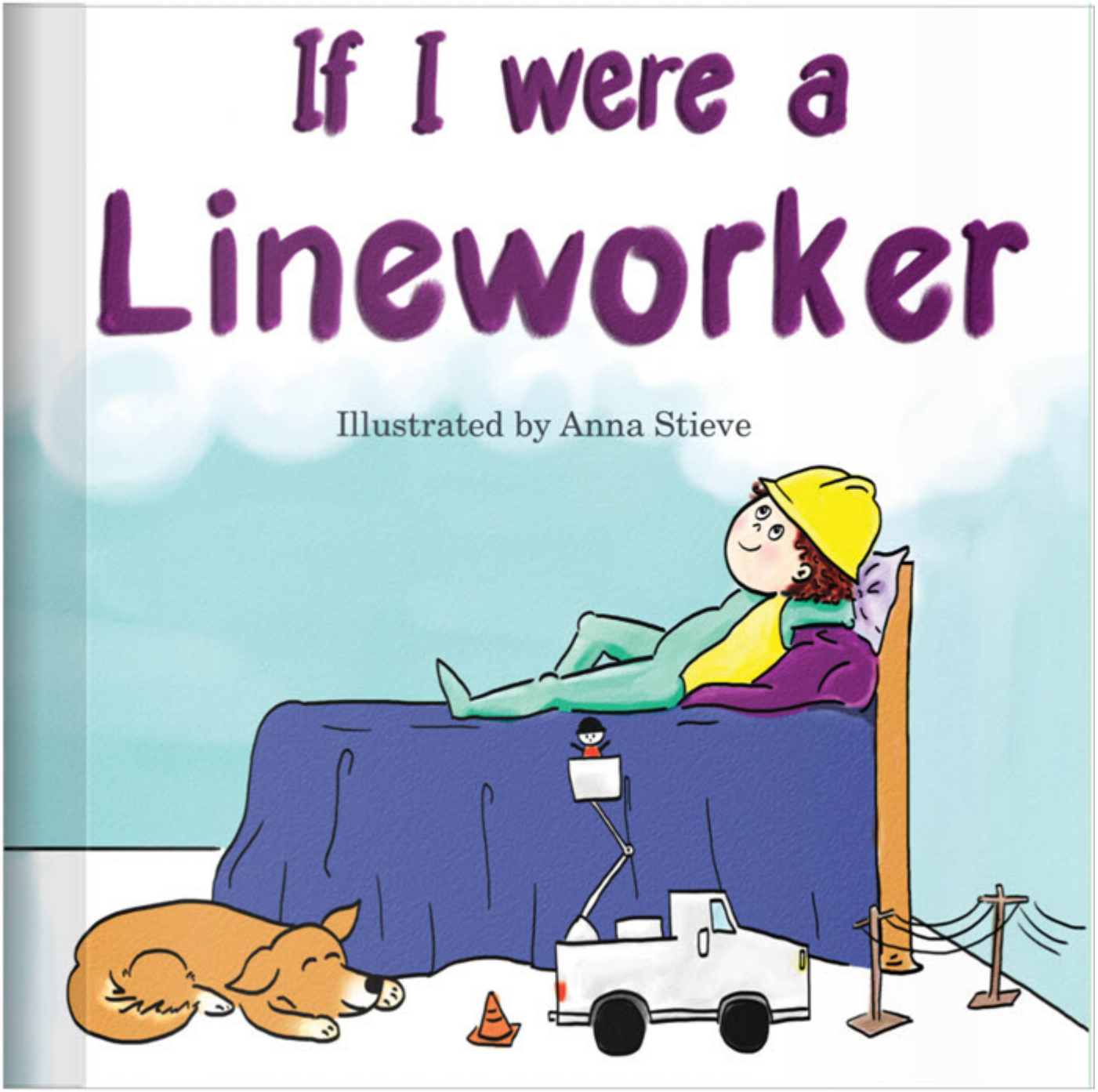
Second place: Sacramento Municipal Utility District



Safety and emergency or outage communications

First place: WPPI Energy

View the entire book If I Were a Lineworker.



Source: WPPI Energy

Second place: Winston-Salem/Forsyth County Utilities

Downloadwsfcu-no-wipes-in-pipes.pdf

Self-service

First place: Enbridge Gas

Download2020-enbridge-e-bill-campaign.pdf

Second place: Puget Sound Energy



Solar, storage, electric vehicles, and electrification

First place: Southern California Gas Co.



Second place: Tennessee Valley Authority

Downloadtva-lead-the-charge.pdf

Home energy management and smart home

First place: Pepco Holdings Inc.

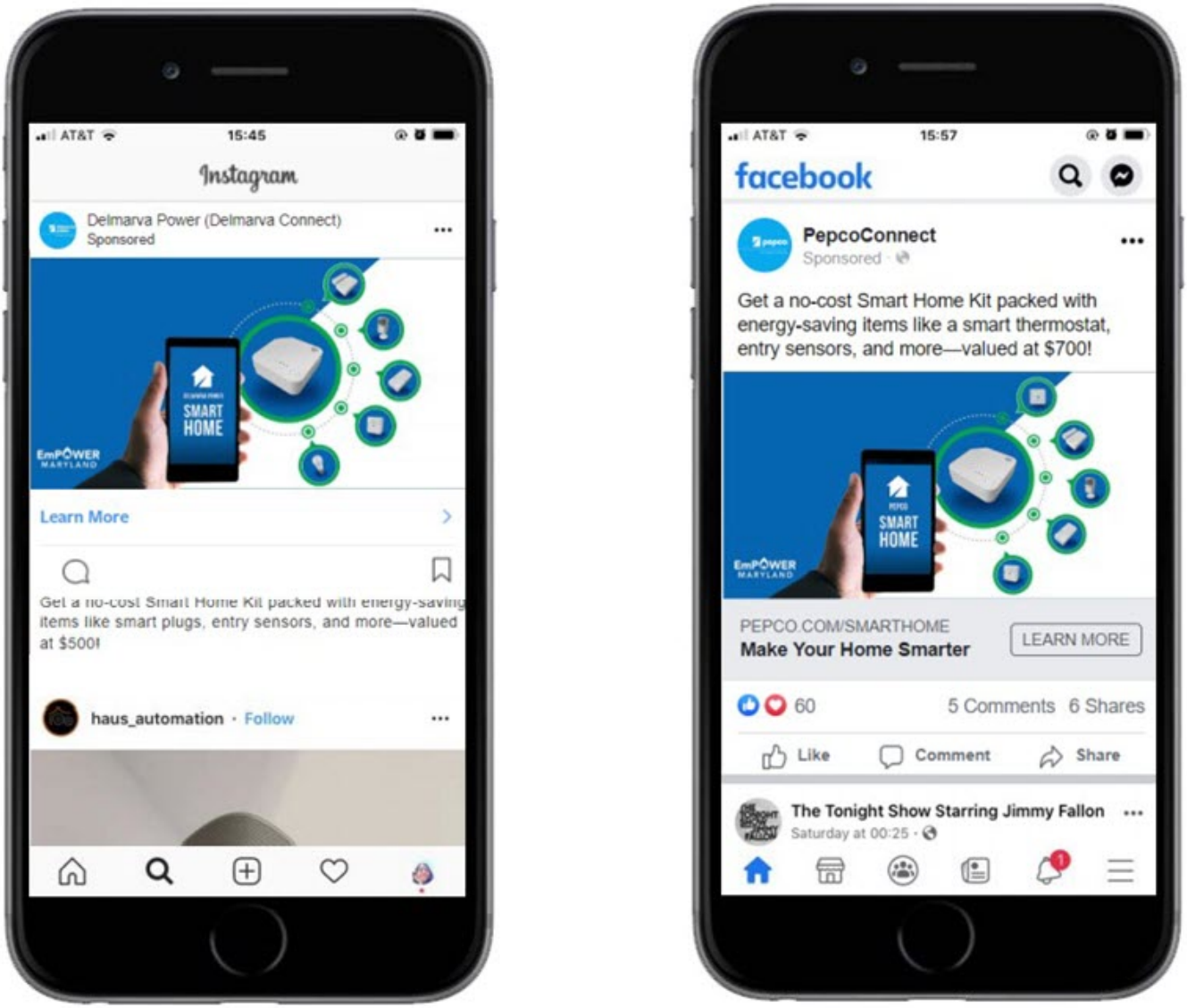








Source: Pepco Holdings Inc.



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Second place: Ameren Illinois

Downloadameren-energy-savings-made-easy.pdf

Crowd-pleaser

Alabama Power



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