Submit your utility advertisement campaigns to the redesigned Energy AdVision tool today

By Sara Patnaude
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Submit your utility advertisement campaigns to the redesigned Energy AdVision tool today

E Source Energy AdVision will change the way you develop your marketing campaigns. This unique, interactive, and searchable database allows you to browse over 6,000 utility advertisements and submit your own ads for recognition. And it's now better than ever with its recent redesign!

Check out the demo now!

The Energy AdVision database is the only collection of utility advertising campaigns available in the industry, and it's included in your E Source subscription. This database allows you to:

Start your free 7-day trial of Energy AdVision today!

Dive into Energy Advision today to spark your creativity or sign up for a free 7-day trial.

- Get inspired by real-life examples of campaign content including bill inserts, magazine ads, billboards, web ads, newspaper ads, direct mail pieces, brochures, radio spots, and TV commercials
- Discover detailed background information on media type, campaign strategy, ad placement, intended audience, and tracking methods
- Dive into the metrics and learn from successful campaign strategies in the industry
- Show your amazing campaigns to your peers

We've given Energy AdVision a makeover, making it even easier to research trends and browse campaigns with an advanced search option and filters to find exactly what you're looking for. We also streamlined the submission process so that you can attach and upload all your pieces at once.

"2021's award submissions exceeded expectations. The level of excellence and outstanding results produced by the more than 50 utilities that entered was astounding to see. It's a privilege to honor their efforts." —Sannie Sieper, director of marketing, E Source

Submit your best campaigns to the Energy AdVision database throughout the year, and we'll automatically enter you into our annual E Source Utility Ad Awards Contest, the utility industry's largest and most comprehensive advertising competition. Our goal each year is to recognize and reward creative excellence in utility advertising.

We proudly announced the winners of this year's contest at E Source Forum 2021. We recognized the winners' impressive results in brand awareness, website traffic, program participation, and innovative design.

"2021's submissions exceeded expectations," Sannie Sieper, director of marketing at E Source, said. "The level of excellence and outstanding results produced by the more than 50 utilities that entered was astounding to see. It's a privilege to honor their efforts."

See the complete results and learn more about the winning campaigns by visiting E Source Utility Ad Awards Contest winners. And check out a demo of the refreshed Energy AdVision below!

Watch a demo of the new and improved E Source Energy AdVision!



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