



# Utility Ad Awards Contest winners 2021

September 15, 2022

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## [Utility Ad Awards Contest winners 2021](#)



### [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. We honored the winners at a special awards session at [E Source Forum 2021](#).

#### [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](#)

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## **Brand**

**First place: Georgia Power**



**Second place: Con Edison**



# Energy-efficiency and demand-response programs

First place: Public Service Co. of Oklahoma, an AEP company



## Second place: Central Hudson Gas & Electric

### Lego Mailer + Label



Source: Central Hudson Gas & Electric

## Safety and emergency or outage communications

### First place: Enbridge Gas



**Second place: PG&E**



## Self-service

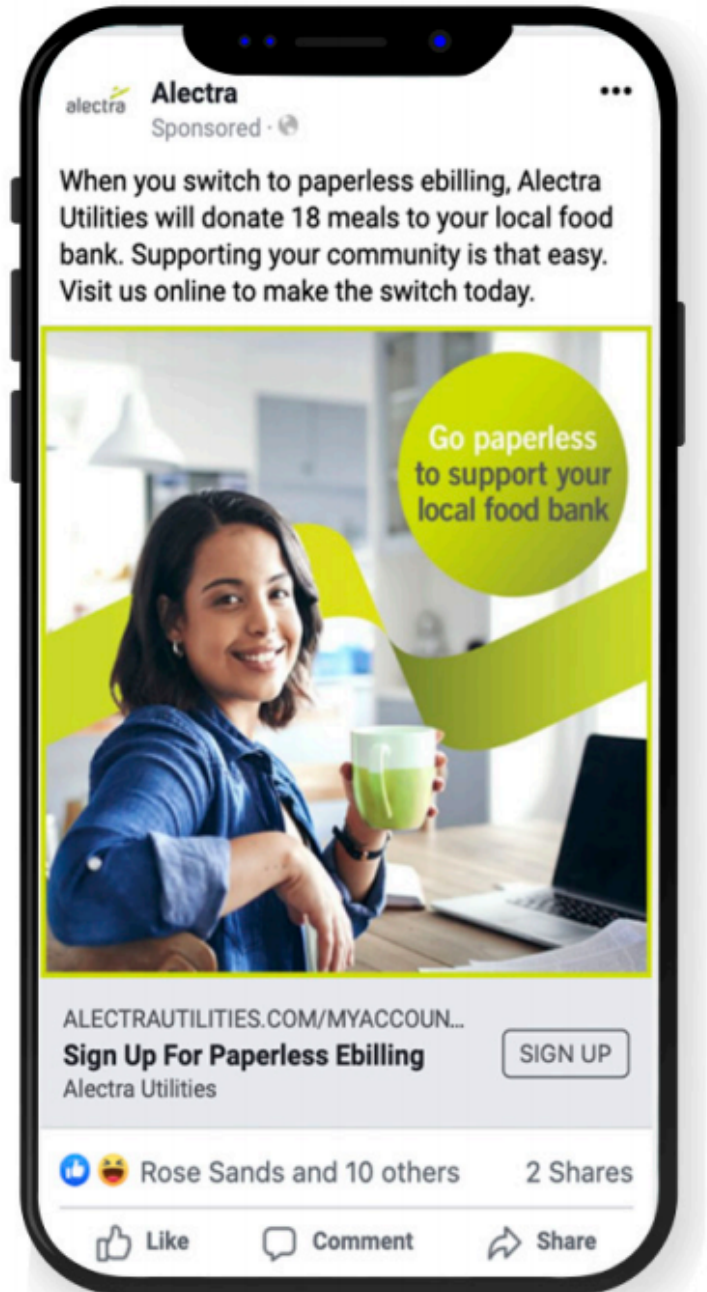
### First place: Duke Energy

[Download](#)duke-energy-hero-email-welcome.pdf

### Second place: Alectra Utilities



Source: Alectra Utilities



## Solar, storage, electric vehicles, and electrification

**First place: SDG&E**



**Second place: BGE**

## **Home energy management and smart home**

**First place: Cleco**



**Second place: FPL**



# Special awards

Best gas campaign: DTE Energy



**Best pandemic assistance campaign: Nashville Electric Service**



**Best sustainability campaign: Sacramento Municipal Utility District**





## **Most creative social media campaign: Huntsville Utilities**

## **Best water campaign: Colorado Springs Utilities**

[Download](#) csu-print-waterwiser.pdf

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