Utility Ad Awards Contest winners 2021

September 15, 2022

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

Special awards

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: Georgia Power



Second place: Con Edison



Energy-efficiency and demand-response programs

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



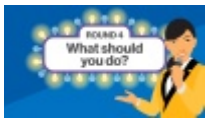
Second place: Central Hudson Gas & Electric



Source: Central Hudson Gas & Electric

Safety and emergency or outage communications

First place: Enbridge Gas


ROUND 4
What should you do?

Second place: PG&E



Self-service

First place: Duke Energy

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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

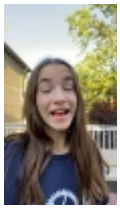
Best gas campaign: DTE Energy



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

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