Utility Ad Awards Contest winners 2022

September 21, 2023

Utility Ad Awards Contest winners 2022

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 Lucia Riley, SAS Institute; Joshua Olmstead, Paper City Digital; Tracy Gehrts, JobsOhio; and A.J. Schmitz, Progressive Marketing Group Inc. We honored the winners at a special awards session at the E Source Forum 2022.

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

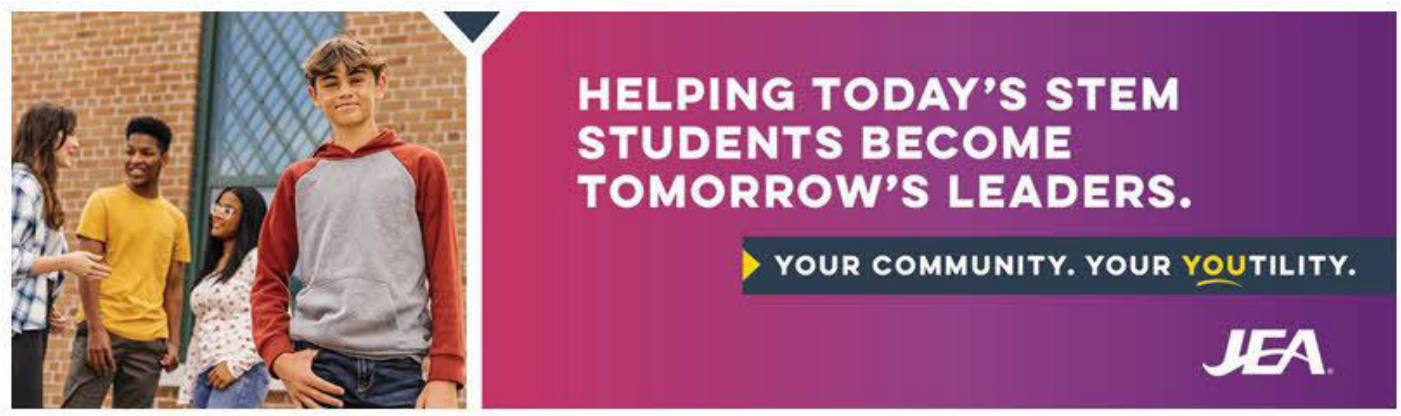
If you're a member of the E Source Business Marketing, Residential Marketing, or Corporate Communications Service, you can use the E Source Energy AdVision tool to access utility ad campaigns related to your service topics. To set up a demo of Energy AdVision or to learn more about our marketing and communications services, contact us or call 1-800-ESOURCE (1-800-376-8723).

Brand

First place: Con Edison



Second place: JEA

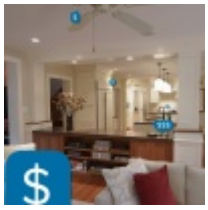


Energy efficiency and demand response programs

First place: Consumers Energy



Second place: PPL Electric Utilities



Safety and emergency or outage communications

First place: Southern Company Gas



Second place: SoCalGas



Source: SoCalGas

Self-service

First place: Memphis Light, Gas and Water



Second place: BGE

Download2022-esource-utility-ad-awards-bge-self-service-2nd.pdf

Solar, storage, electric vehicles, and electrification

First place: SDG&E

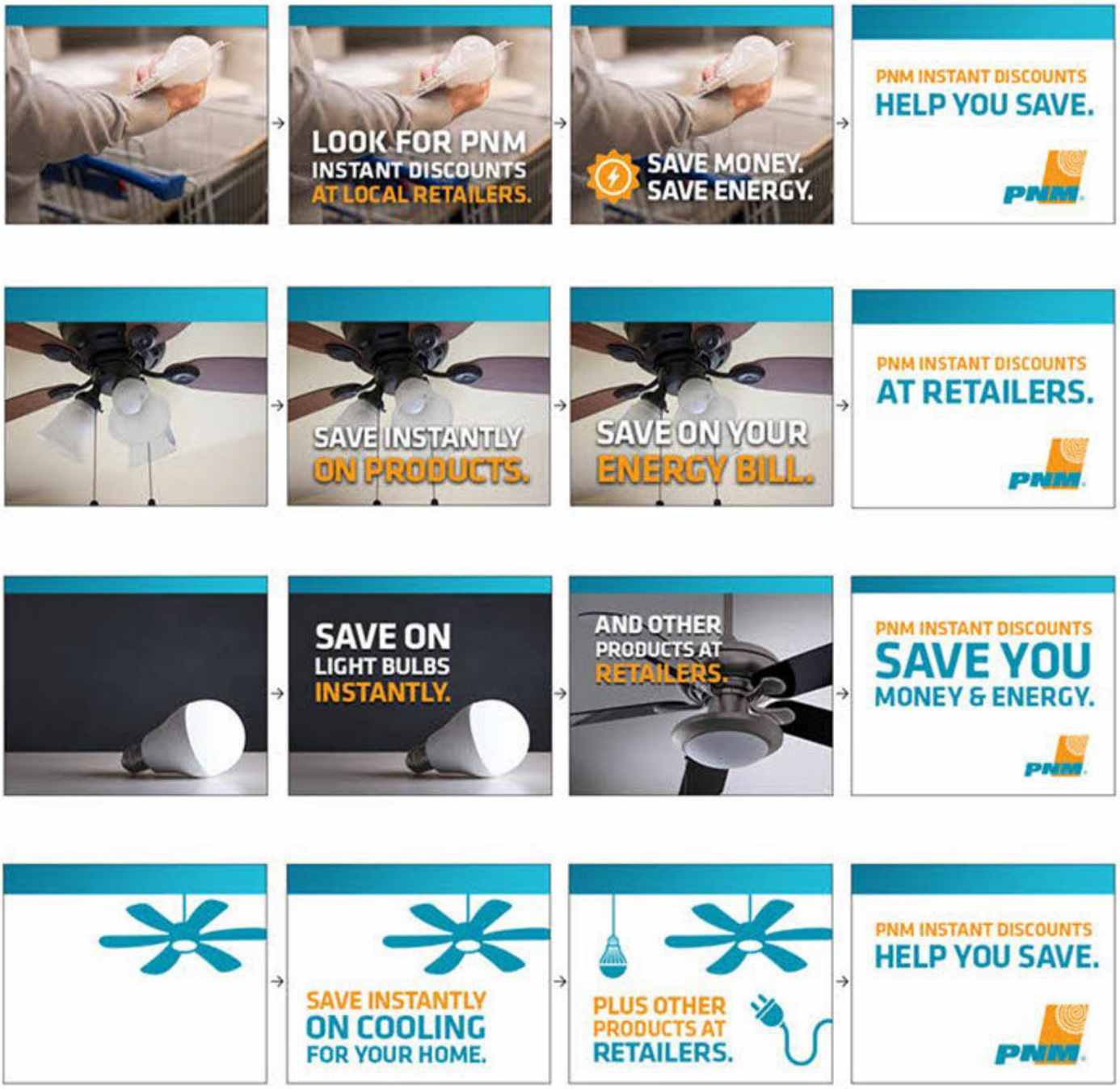


Second place: Efficiency Vermont



Home energy management and smart home

First place: PNM



Source: PNM

Second place: Tennessee Valley Authority



Crowd-pleaser

FirstEnergy



© 2008 - 2026 E Source Companies LLC. All rights reserved.
Distribution outside subscribing organizations limited by license.