Utility Ad Awards Contest winners 2024

October 14, 2024

Utility Ad Awards Contest winners 2024

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 the E Source Forum 2024.

Affordability and equity

Brand and sustainability

Energy efficiency and demand response

Energy generation and renewable energy

Internal communications

Mobility and EVs

Safety, emergencies, and outages

Self-service

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).

Affordability and equity

First place: Independent Electricity System Operator

Home heating hero

Download2024_home_energy_hero.pdf

Second place: SoCalGas

California alternate rates for energy

Brand and sustainability

First place: Tampa Electric

Your neighbor Mr. Sun

Second place: First Energy

Light the way

Energy efficiency and demand response

First place: BGE

Through and through

Second place: Idaho Power

Good energy

Energy generation and renewable energy

First place: LG&E and KU

Solar share

Second place: Alabama Power

Clean energy

Internal communications

First place: Alabama Power

Second-chance tree-trimming program

Second place: SoCalGas

Women’s recruitment

Mobility and EVs

First place: PNM

Transportation electrification program 2023

Second place: ComEd

Your future is electric

Downloadcomed_digital_banners_your_future_electric.pdf

Safety, emergencies, and outages

First place: Austin Energy

Customer outage prep communications and education

Download2023_ae_outageprep_billinsert.pdf

Second place: SaskPower

SaskPower farm safety

Downloadsaspo-2714_safety_2023_rd_flight_1_lual_mockup.pdf

Self-service

First place: Evergy

YOUtility val prop evolution

Second place: Enbridge Gas

Enbridge gas meter reading

Download2024_enb_1761_meter_reading_campaign_dh01.pdf

View past years' winners

- 2023
- 2022
- 2021

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