



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

[Download](#)2024_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

[Download](#)comed_digital_banners_your_future_electric.pdf

Safety, emergencies, and outages

First place: Austin Energy

Customer outage prep communications and education

[Download](#)2023_ae_outageprep_billinsert.pdf

Second place: SaskPower

SaskPower farm safety

[Download](#)saspo-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

[Download](#)2024_enb_1761_meter_reading_campaign_dh01.pdf

View past years' winners

- [2023](#)
- [2022](#)
- [2021](#)

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