



## 2009 E SOURCE PRINT AD awards

### Congratulations to the 2009 E Source Print Ad Awards Contest Winners!

E Source is excited to showcase the winners of the 2009 Print Ad Awards Contest. Electric and gas utilities across North America were encouraged to submit their best newspaper, magazine, or other print ads promoting energy-efficiency programs. An independent group of judges selected the winners based on ad effectiveness, objectives, message, visual design, and innovation.

#### Thank you to our judging panel:

- **Brian F. Keane**, president of SmartPower
- **Mindy Cheval**, senior instructor of advertising for the University of Colorado at Boulder School of Journalism and Mass Communication
- **John Winsor**, vice president/executive director of Strategy and Innovation at Crispin Porter + Bogusky
- **Mike Suple**, creative director for Suple Advertising & Design
- **Tosha Renée**, residential reviewer

#### Print Ad Contest Award Winners

**NOTE:** Click on the thumbnail images below to open the full-sized ad in PDF format.

##### Best Overall Print Ad

###### First place:

###### Xcel Energy



1,972 KB PDF

###### Second place:

###### Seattle City Light



1,073 KB PDF

**Most Memorable Print Ad**

**First place:**

**Nova Scotia Power**



1,455 KB PDF

**Second place:**

**Xcel Energy**



1,972 KB PDF

**Most Creative Print Ad**

**First place:**

**Nova Scotia Power**



1,455 KB PDF

**Second place:**

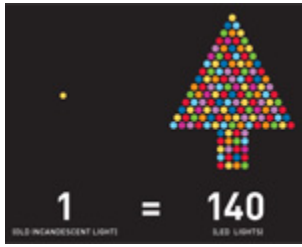
**Georgia Power**



143 KB PDF

**Best Message Print Ad**

**First place:**  
**SaskPower**



192 KB PDF

**Second place:**  
**Omaha Public Power District**



1,221 KB PDF

**Best Business Print Ad**

**First place:**  
**Southern California Gas**



189 KB PDF

**Second place:**  
**Florida Power & Light**



187 KB PDF

**Best Black & White Print Ad**

**First place:**  
**Xcel Energy**



667 KB PDF

**Second place:**  
**Wisconsin Public Service**



231 KB PDF

## Submission Terms

[Download the submission terms](#) (63 KB PDF)

## Contact

For more information about the E Source Print Ad Awards Contest, please [contact our marketing department](#), or call us at 303-444-7788.

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