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E Source Announces 2012 E Source Utility Ad Awards Contest

Utilities Can Submit Print, Radio, TV, and Digital Ads

The 2012 E Source Utility Ad Awards Contest is now open; entries are being accepted until June 15, 2012. This is the fourth year E Source has been recognizing and rewarding creative excellence in utility advertising.

This competition is open to any electric or gas utility located in the U.S. or Canada. Advertising agencies or related organizations may submit on behalf of a client utility. A full list of submission terms can be found at www.esource.com/adcontest.

E Source is looking for utility ads that have generated results—such as increased brand awareness, website traffic, and program participation—while also being creative. This year, awards will be given out in these categories: Print Ads (Business and Residential), Radio Ads, Video/TV Ads, Digital Ads, Outdoor Ads, and Overall Campaign.

“We received more than 500 ads in 2011, and we’re hoping to surpass that number this year,” says Wendy Bloechle, vice president of marketing for E Source. “With the increased use of online advertising, we’ve decided to add a category for digital ads. I look forward to seeing how utilities use this channel to deliver messages to their customers.”

Winners in each category will be chosen based on a scoring process that includes criteria for ad effectiveness, objectives, message, memorability, and creativity. An independent group of judges selected by E Source will review and score the entries. Winning ads will be announced at the [25th Annual E Source Forum](#) and will be posted on the E Source website.

About E Source

For 25 years, E Source has been providing unbiased, objective research and advisory services to over 300 utilities and large energy users. Our energy experts have answered more than 8,000 questions over the past 3 years. This guidance helps our customers advance their efficiency programs, enhance customer relationships, and use energy more efficiently.

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