



E Source Announces Finalists for the 2016 Utility Ad Awards Contest

By Kym Wootton

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E Source has selected 16 utilities as finalists in the [2016 E Source Utility Ad Awards Contest](#). The utility industry's largest and most comprehensive advertising competition, the annual E Source Utility Ad Awards Contest is open to any electric or gas utility located in the US or Canada. Ads were submitted in nine categories, including residential and business print, outdoor, digital, radio, TV and video, social media, overall campaign for investor-owned utility, and overall campaign for non-investor-owned utility.

The finalists are:

- APS
- Austin Energy
- ComEd
- FortisBC
- Hydro One
- Idaho Power
- KCP&L
- Manitoba Hydro

- OUC
- PSE
- Sacramento Municipal Utility District
- Southern California Gas Co.
- SRP
- Tennessee Valley Authority
- Toronto Hydro-Electric System

- Union Gas Limited

“The ads continue to improve in quality each year,” says Lucia Riley, creative and brand manager for the SAS Institute and one of the independent judges who reviewed and scored the entries based on message, creativity, memorability, and results. “This year, unique was the name of the game—from traveling ice cream trucks and custom mobile apps to ugly-fridge Instagram contests and clay animation videos. It’s so refreshing to see the advertising industry keeping up with the energy industry. Outside-the-box thinking—truly a joy to judge!”

The winners in all categories will be announced at an awards luncheon on Thursday, September 15, 2016, at the Sheraton Denver Downtown during the [2016 E Source Forum](#). At the awards ceremony, E Source will also be honoring the top-performing utility companies from the [E Source Review of North American Electric and Gas Company IVRs](#).

Members of the *E Source Residential Marketing, Business Marketing, Corporate Communications, and Customer Experience Strategy Services* can view these ads as well as submissions from previous contests by accessing [E Source Energy AdVision](#). This interactive, searchable database contains more than 3,000 utility ads for all types of products, programs, and services, and includes detailed background information on media type, campaign strategy, ad placement, intended audience, tracking methods, and results.

About E Source

For 30 years, E Source has been providing research, consulting, and market research to more than 300 utilities and their partners. This guidance helps our customers advance their efficiency programs, enhance customer relationships, and use energy more efficiently.

Public Relations Contact

Kym Wootton, Vice President of Marketing, E Source

[Email Kym Wootton](#)

303-345-9168