



E Source Utility Ad Awards Contest Winners 2018

September 26, 2018



[Looking for this year's E Source Ad Awards winners?](#)

An independent group of judges selected the winners based on message, creativity, results, call to action or brand connection, and overall impression. Judges included Mindy Cheval, University of Colorado at Boulder, School of Journalism and Mass Communication; Lucia Riley, SAS Institute; Arthur Germain and Michael Simbrom, Communication Strategy Group; and A.J. Schmitz, Progressive Marketing Group Inc. We honored the winners at a special awards luncheon at the [2018 E Source Forum](#).

[Best Energy-Efficiency and Demand-Response Programs Campaign](#)

[Best Brand Campaign](#)

[Best Distributed Energy Resources Campaign](#)

[Best Self-Service Campaign](#)

[Judges' Choice](#)

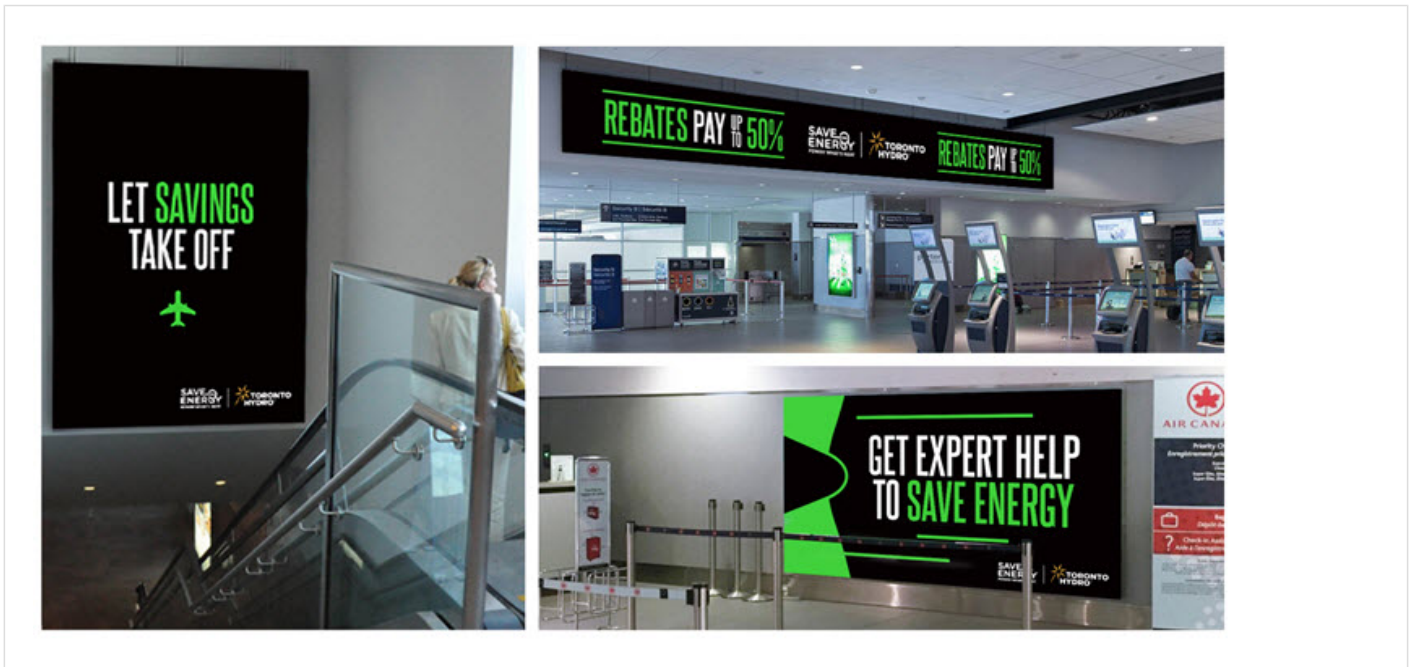
[Crowd-Pleaser](#)

Best Energy-Efficiency and Demand-Response Programs Campaign

First place: PNM



Second place: Toronto Hydro



Third place: Duke Energy

Savings are a slam dunk.
Get a winning lineup of LED bulbs for 64¢ each!

DECORATIVE
For chandeliers, bathroom vanity lighting and ceiling fans

- \$2798.1528 TCP 625 5W Candle
- \$2798.1528 TCP 625 5W Candle
- \$1180.8468 OS 15W 6000K Indoor Reflector
- \$7940.1528 TCP 7W 6000K Indoor Reflector

GLOBE
For pendants, bathroom vanity lighting and ceiling fans

- \$2926.1528 TCP 5W G23 LED Globe
- \$2926.7018 Pendant 7W Globe
- \$2940.1528 TCP 7W 6000K Indoor Reflector
- \$2940.1528 OS 15W 6000K Outdoor Reflector

REFLECTOR
For recessed lighting, over-stove lighting and small lamps

LEDs 64¢ EACH

Limit 8 total bulbs per customer.

When it comes to saving, the ball's in your court. Be an energy-saving champ with these LED bulbs for just 64¢ each. Offer ends April 6, so pick your bulbs today.

Go online to duke-energy.com/SlamDunk64 and log in with your phone number or account number. Use search term "SLAMDUNK64" to see all the LED bulbs included in this promotion. You can also order by phone at **866.849.9704**.

Order today, install right away and save every day.

Two ways to order:

- Online**
duke-energy.com/SlamDunk64
- By phone**
866.849.9704

Use promo code **SLAMDUNK64** to get **FREE shipping.**

Best Brand Campaign

First place: Duke Energy



Second place: Touchstone Energy Cooperatives



Third place: FortisBC



Best Distributed Energy Resources Campaign

First place: Sacramento Municipal Utility District



Second place: Southern California Gas Co.

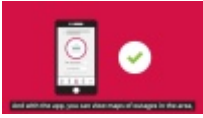


Third place: Georgia Power



Best Self-Service Campaign

First place: ComEd



Second place: Hydro One



Third place: PECO

PECO new mobile app

Judges' Choice

Hydro One



Crowd-Pleaser

Efficiency Nova Scotia



