



E Source Utility Ad Awards Contest winners 2019

September 8, 2020



[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 Lucia Riley, SAS Institute; Michael Simbrom, Communication Strategy Group; and A.J. Schmitz, Progressive Marketing Group Inc.; David Smail, University of Colorado at Boulder, College of Media, Communication and Information; and Chelsea Slaggert, communications manager at a national accounting firm. We honored the winners at a special awards luncheon at the [2019 E Source Forum](#).

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

[Best Brand Campaign](#)

[Best Distributed Energy Resources Campaign](#)

[Best Safety and Emergency Campaign](#)

[Best Self-Service Campaign](#)

[Crowd-Pleaser](#)

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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).

Best Energy-Efficiency and Demand-Response Programs Campaign

First place: Southern California Gas Co.



Second place: National Grid



Best Brand Campaign

First place: Hawaiian Electric Co.



Second place: Hydro One

[Download](#)resource-hydro-one-bill-insert_1.pdf

Best Distributed Energy Resources Campaign

First place: NB Power



Second place: Omaha Public Power District

[Download](#)resource-oppd-here-comes-the-sun_1.pdf

Best Safety and Emergency Campaign

First place: JEA



Second place: Toronto Hydro

[Download](#)esource-toronto-hydro-if-when-stay-back-10_1.pdf

Best Self-Service Campaign

First place: Enbridge Gas Distribution



Second place: Toronto Hydro

Win free hydro for a year!
For your chance to win, sign up for eBills by October 31, 2018

Quick, convenient and secure
With eBills, all your bills are in one place, there's less paper to sort through and fewer bills to shred.

Get your bill sooner
You'll receive an email when a new bill is ready, so you'll always be a step ahead.

Avoid lost bills
Keep all your bills in one place, and you'll always know where to find them.

Anytime access
See your balance and payment history, at a glance, 24/7.

Sign up for your chance to win at torontohydro.com/ebills
See terms and conditions on back cover.

Need help managing electricity costs?
Whether you rent or own, live in a house or an apartment, you may be eligible for free upgrades to help reduce energy costs and make your home more comfortable, too.

Save on Energy Home Assistance Program
If you live on a fixed or modest income, you may be eligible for:

- In-home visit from an energy-efficiency expert
- Installed upgrades, such as:
 - ENERGY STAR® certified LEDs
 - Insulation and weatherstripping
 - Appliances, such as a refrigerator and window air conditioner
 - Power bars with timers

Help to pay your electricity bill
Get a \$500 emergency grant if you have overdue payments or a disconnection notice. See if you qualify at [torontohydro.com/ebills](#)

Affordable Home
There are three levels of support:
Level 1 – Home Energy Audit
Level 2 – Appliances and weatherstripping
Level 3 – Help for electric heating and heated homes

TORONTO HYDRO | 2018 eBills Campaign – Print Ad

Crowd-Pleaser

Idaho Power



