

### 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 E Source Forum 2019.

Best Energy-Efficiency and Demand-Response Programs Campaign
Best Brand Campaign
Best Distributed Energy Resources Campaign

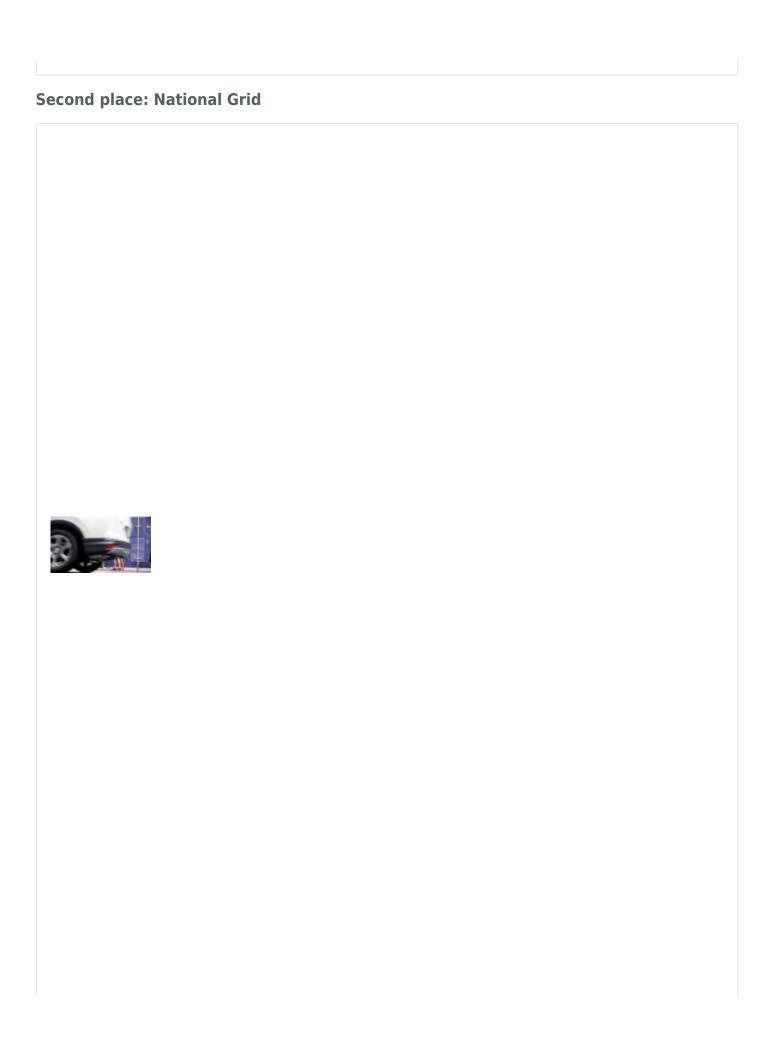
Best Safety and Emergency Campaign
Best Self-Service Campaign
Crowd-Pleaser

### View more utility ad campaigns

If you're a member of the E Source <u>Business Marketing</u>, <u>Residential Marketing</u>, or <u>Corporate</u> <u>Communications Service</u>, you can use E Source <u>E Source Energy AdVision</u> 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, <u>contact us</u> or call 1-800-ESOURCE (1-800-376-8723).

# **Best Energy-Efficiency and Demand-Response Programs Campaign** First place: Southern California Gas Co.





### **Best Brand Campaign**

First place: Hawaiian Electric Co.



## **Second place: Hydro One** <u>Download</u>esource-hydro-one-bill-insert\_1.pdf **Best Distributed Energy Resources Campaign** First place: NB Power

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

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### **Best Safety and Emergency Campaign**

First place: JEA



### **Second place: Toronto Hydro**

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### **Best Self-Service Campaign**

First place: Enbridge Gas Distribution



### **Second place: Toronto Hydro**



### **Crowd-Pleaser**

### **Idaho Power**

