



# Utility Ad Awards Contest winners 2021

September 15, 2022

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[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. We honored the winners at a special awards session at [E Source Forum 2021](#).

[Brand](#)

[Energy-efficiency and demand-response programs](#)

[Safety and emergency or outage communications](#)

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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).

## Brand

### First place: Georgia Power



**Second place: Con Edison**



## Energy-efficiency and demand-response programs

First place: Public Service Co. of Oklahoma, an AEP company



## Second place: Central Hudson Gas & Electric

### Lego Mailer + Label



## Safety and emergency or outage communications

### First place: Enbridge Gas



**Second place: PG&E**



## Self-service

### First place: Duke Energy

[Download](#)duke-energy-hero-email-welcome.pdf

### Second place: Alectra Utilities



Source: Alectra Utilities



## Solar, storage, electric vehicles, and electrification

First place: SDG&E



Second place: BGE

## Home energy management and smart home

First place: Cleco



**Second place: FPL**



# Special awards

Best gas campaign: DTE Energy



**Best pandemic assistance campaign: Nashville Electric Service**



**Best sustainability campaign: Sacramento Municipal Utility District**





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## Most creative social media campaign: Huntsville Utilities

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## Best water campaign: Colorado Springs Utilities

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