



# Utility Ad Awards winners

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An independent group of judges selected the winners based on message, creativity, results, call to action or brand connection, and overall impression. Judges included Joshua Olmstead, Paper City Digital; Tracy Gehrts, JobsOhio; A.J. Schmitz, Progressive Marketing Group Inc.; and Dan Mees, Mees Communications. We honored the winners at a special awards session at the [E Source Forum 2023](#).

[Energy efficiency and demand response programs](#)

[Solar, storage, EVs, and electrification](#)

[Safety and emergency or outage communications](#)

[Brand](#)

[Home energy management and smart home](#)

[Self-service](#)

[Crowd-pleaser](#)

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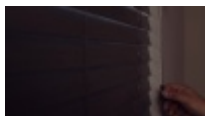
## View more utility ad campaigns

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).

## Energy efficiency and demand response programs

### First place: Ameren Illinois

#### Matt at Home



Second place: PNM

Check with PNM



## Solar, storage, EVs, and electrification

First place: Tennessee Valley Authority

### In Charge: Life with an Electric Vehicle Season 2



## Second place: Duke Energy

### EV Garage 2022



## Brand

### First place: Tampa Electric

### Reliability



**Second place: Otter Tail Power Co.**

**Power you can count on**



# Safety and emergency or outage communications

First place: FirstEnergy

## FirstEnergy Drone Safety





**Second place: SoCalGas**

**Safety Call Before You Dig**



## Self-service

First place: BGE

Power to Take Charge

Second place: Tampa Electric

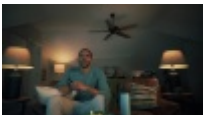
New Technology



# Home energy management and smart home

First place: LG&E and KU

## Energy Efficiency Friendly Reminders



**Second place: Ameren Missouri**

**Power To Be Me**



## Crowd-pleaser

**takeCHARGE, a joint partnership between Newfoundland Power and Newfoundland and Labrador Hydro**

**Go EVerywhere in an EV**



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## View past years' winners

- [2022](#)
- [2021](#)
- [2020](#)