



# 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 [Business Marketing](#), [Residential Marketing](#), or [Corporate Communications Service](#), you can use E Source [E Source Energy AdVision](#) 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.**



Lower your  
thermostat to 68°

**Second place: National Grid**



# Best Brand Campaign

First place: Hawaiian Electric Co.



**Second place: Hydro One**

[Download](#)esource-hydro-one-bill-insert\_1.pdf

## **Best Distributed Energy Resources Campaign**

**First place: NB Power**



**Second place: Omaha Public Power District**

[Download](#) esource-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



Source: Toronto Hydro

## Crowd-Pleaser

Idaho Power



---

© 2008 - 2025 E Source Companies LLC. All rights reserved.  
Distribution outside subscribing organizations limited by [license](#).