



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](#)

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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](#)esource-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



Source: Toronto Hydro

Crowd-Pleaser

Idaho Power



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