



# Utility Ad Awards Contest winners 2020

September 30, 2021

---



[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 A.J. Schmitz, Progressive Marketing Group Inc.; Kailie Hartman, Executive Events; Lindsay Sutula, Sutula Marketing; Lucia Riley, SAS Institute; Michelle Goldberg, Chapel of the Flowers; and Mike Swainey, Intelligent Demand. We honored the winners during the online event [The winners of the 2020 E Source Utility Ad Awards Contest](#).

[Brand](#)

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

[Safety and emergency or outage communications](#)

[Self-service](#)

[Solar, storage, electric vehicles, and electrification](#)

[Home energy management and smart home](#)

[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 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: LG&E and KU



**Second place: CenterPoint Energy**

## **Energy-efficiency and demand-response programs**

**First place: BGE**



**Second place: Sacramento Municipal Utility District**



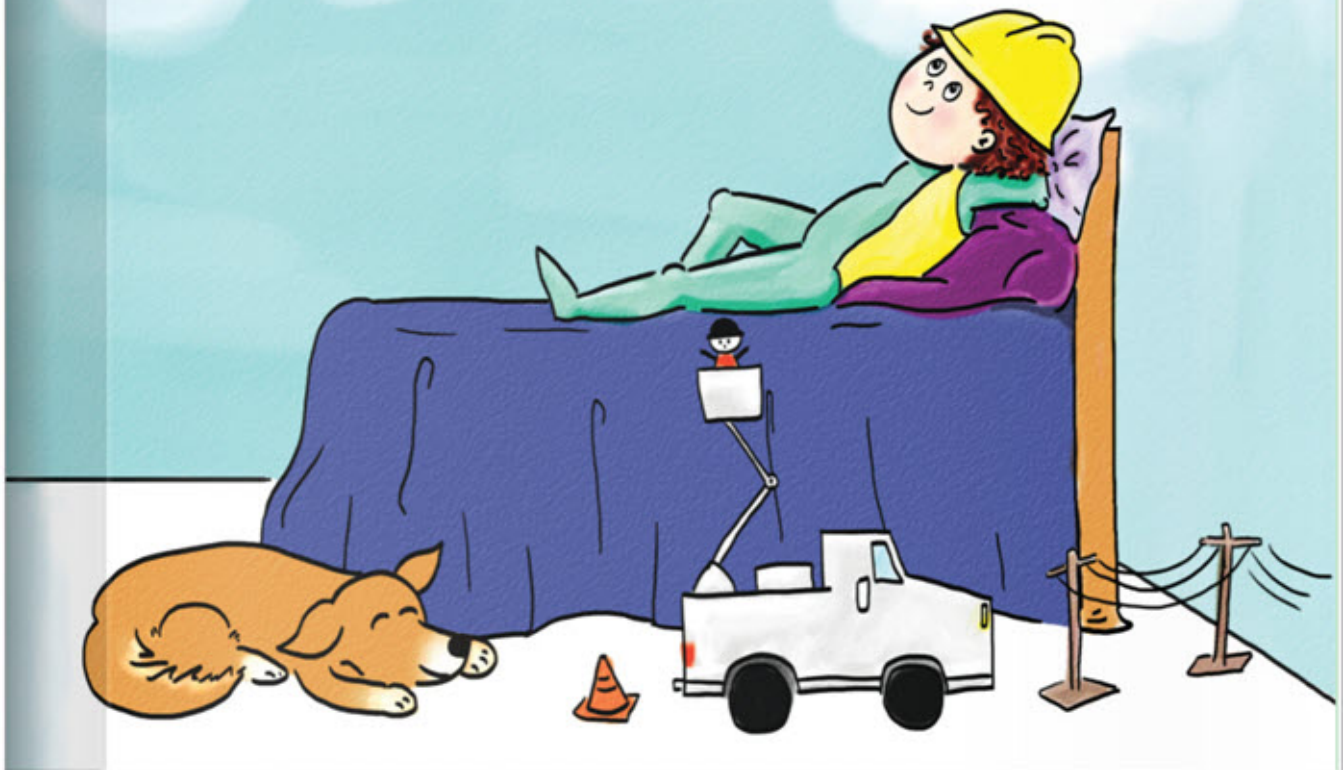
## **Safety and emergency or outage communications**

**First place: WPPI Energy**

View the entire book [If I Were a Lineworker](#).

# If I were a Lineworker

Illustrated by Anna Stieve



Source: WPPI Energy

## Second place: Winston-Salem/Forsyth County Utilities

[Download](#)wsfcu-no-wipes-in-pipes.pdf

## Self-service

## First place: Enbridge Gas

[Download](#)2020-enbridge-e-bill-campaign.pdf

**Second place: Puget Sound Energy**



## Solar, storage, electric vehicles, and electrification

First place: Southern California Gas Co.



## Second place: Tennessee Valley Authority

[Download](#)tva-lead-the-charge.pdf

## Home energy management and smart home

### First place: Pepco Holdings Inc.

**CONTROL YOUR ENERGY COSTS WITH A SMART HOME KIT**

Get these products and more

- 3 Entry Sensors
- 2 Motion Sensors
- 1 Temperature and Humidity Sensor
- 2 Smart Plugs
- 2 Smart Bulbs

Gateway

delmarva power.  
An Exelon Company

The advertisement features a central white gateway device with a circular diagram showing various smart home components connected to it. A hand holds a smartphone displaying the 'SMART HOME' app. The background is blue with white and green accents.

**Make Your Home Even Smarter at No Additional Cost**

Enjoy savings, control, and convenience when you enroll in Delmarva Power's Smart Home Pilot. You'll get a kit that includes energy-saving items like **smart plugs, entry sensors, and more**—a \$500 value—at no additional cost. You can:

- **Monitor and control** lighting, home appliances, and other devices remotely
- **Receive notifications** about your home's energy use
- **Save energy** by using automated smart home rules

Enrollment in this pilot is determined by a screening process and available on a first-come, first-served basis. To learn more and see if you're eligible, visit [delmarva.com/smarthome](http://delmarva.com/smarthome) or call 1-855-530-5810.

Offer valid for Delmarva Power residential customers in Maryland only. EnPOWER Maryland programs are funded by a charge on your energy bill. EnPOWER programs can help you reduce your energy consumption and save you money. To learn more about EnPOWER and how you can participate, go to [delmarva.com/enpower](http://delmarva.com/enpower). © Delmarva Power & Light Company 2019. 07802115537

EmPOWER MARYLAND delmarva power.  
An Exelon Company

**GET YOUR SMART HOME KIT AND START SAVING TODAY**

Get these products and more

- 1 Smart Thermostat
- 2 Entry Sensors
- 2 Motion Sensors
- 1 Temperature and Humidity Sensor
- 2 Smart Plugs

Gateway

pepco.  
An Exelon Company

The advertisement features a central white gateway device with a circular diagram showing various smart home components connected to it. A hand holds a smartphone displaying the 'SMART HOME' app. The background is blue with white and green accents.

**Make Your Home Even Smarter at No Additional Cost**

Enjoy comfort, convenience, and reduced energy costs when you enroll in Pepco's Smart Home Pilot. You'll get a kit that includes energy-saving items like **smart thermostat, entry sensors, and more**—a \$700 value—at no additional cost. You can:

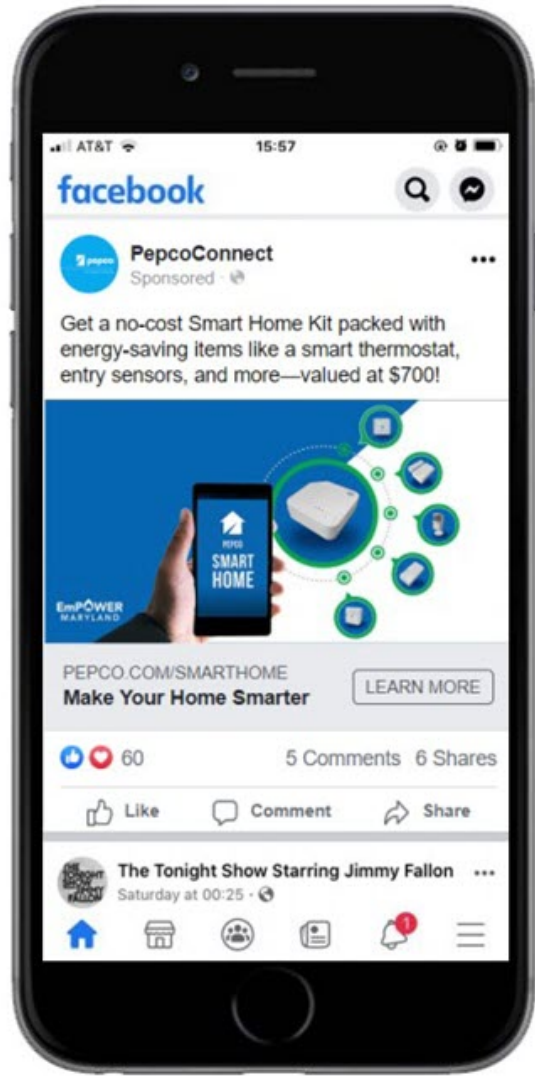
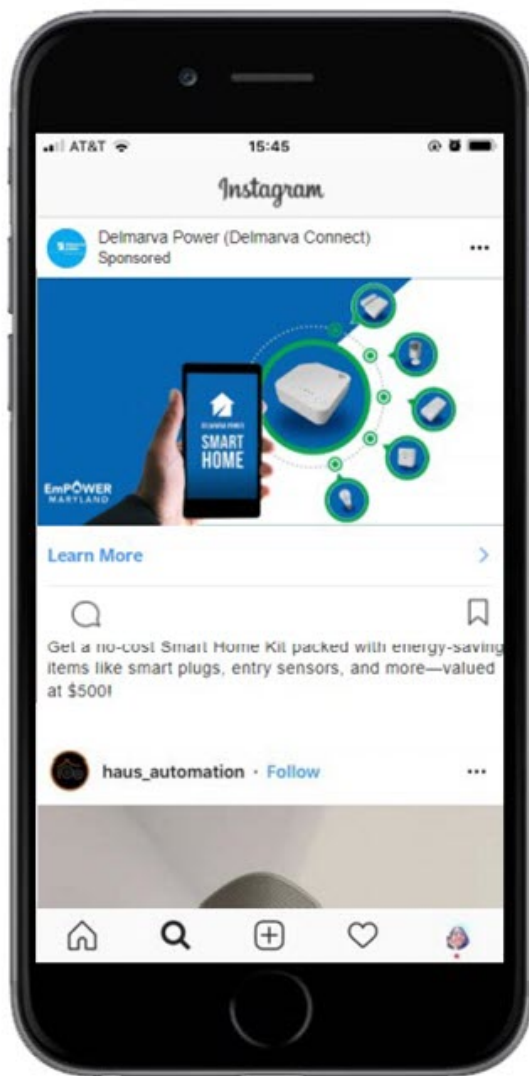
- **Monitor and control** lighting, home appliances, and other devices remotely
- **Receive notifications** about your home's energy use
- **Save energy** by using automated smart home rules

Enrollment in this pilot is determined by a screening process and available on a first-come, first-served basis. To learn more and see if you're eligible, visit [pepco.com/smarthome](http://pepco.com/smarthome) or call 1-855-530-5802.

Offer valid for Pepco residential customers in Maryland only. EnPOWER Maryland programs are funded by a charge on your energy bill. EnPOWER programs can help you reduce your energy consumption and save you money. To learn more about EnPOWER and how you can participate, go to [pepco.com/enpower](http://pepco.com/enpower). © Potomac Electric Power Company 2019. 07802115538

EmPOWER MARYLAND pepco.  
An Exelon Company

Source: Pepco Holdings Inc.



Source: Pepco Holdings Inc.

## Second place: Ameren Illinois

[Download](#)ameren-energy-savings-made-easy.pdf

## Crowd-pleaser

### Alabama Power





---

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