



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



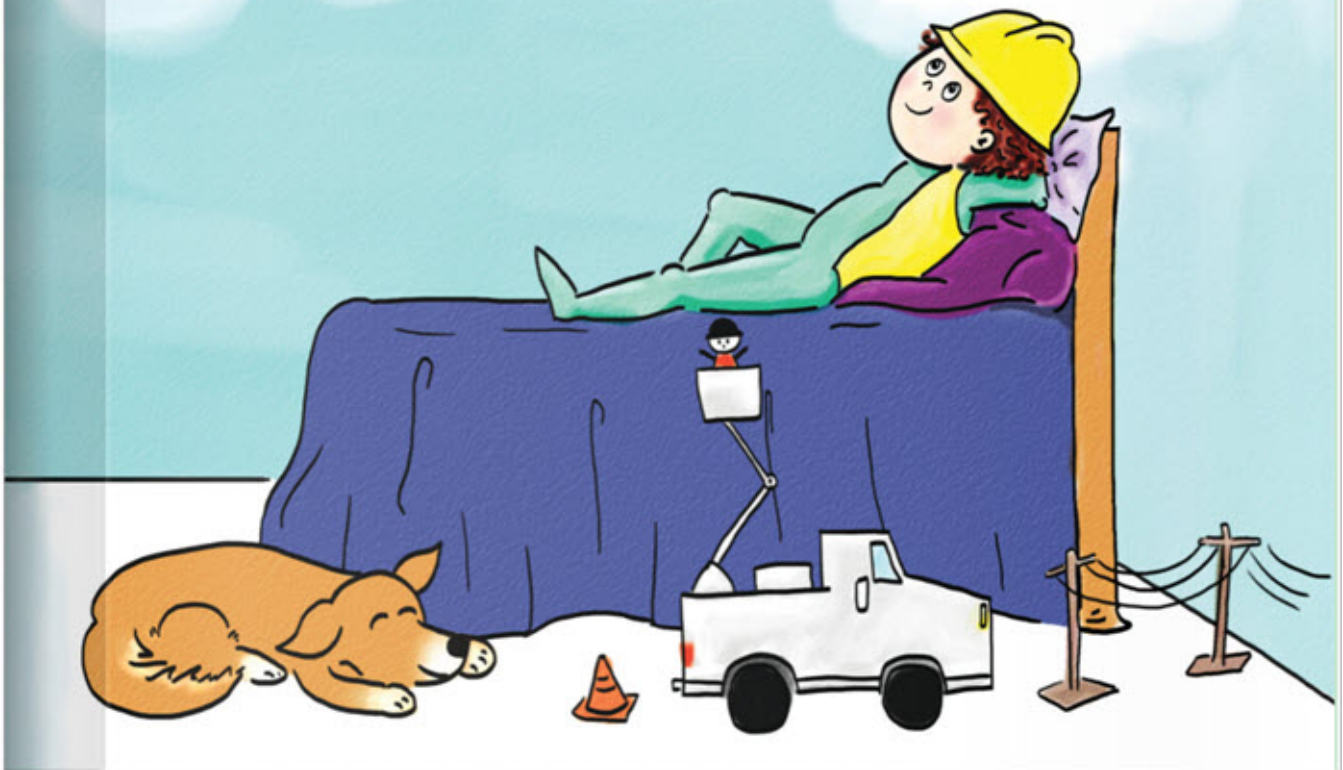
Safety and emergency or outage communications

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

delmarva power. An Exelon Company

The advertisement features a central image of a white Gateway smart home hub. Surrounding it are icons for various smart home components: three entry sensors, two motion sensors, one temperature and humidity sensor, two smart plugs, and two smart bulbs. A hand is shown holding a smartphone displaying the 'SMART HOME' app interface. The background is a dark blue gradient.

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 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/energy. © Delmarva Power & Light Company 2019. 07907115537

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
- 1 Motion Sensor
- 1 Temperature and Humidity Sensor
- 2 Smart Plugs

pepco. An Exelon Company

The advertisement features a central image of a white Gateway smart home hub. Surrounding it are icons for various smart home components: one smart thermostat, two entry sensors, one motion sensor, one temperature and humidity sensor, and two smart plugs. A hand is shown holding a smartphone displaying the 'SMART HOME' app interface. The background is a dark blue gradient.

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:

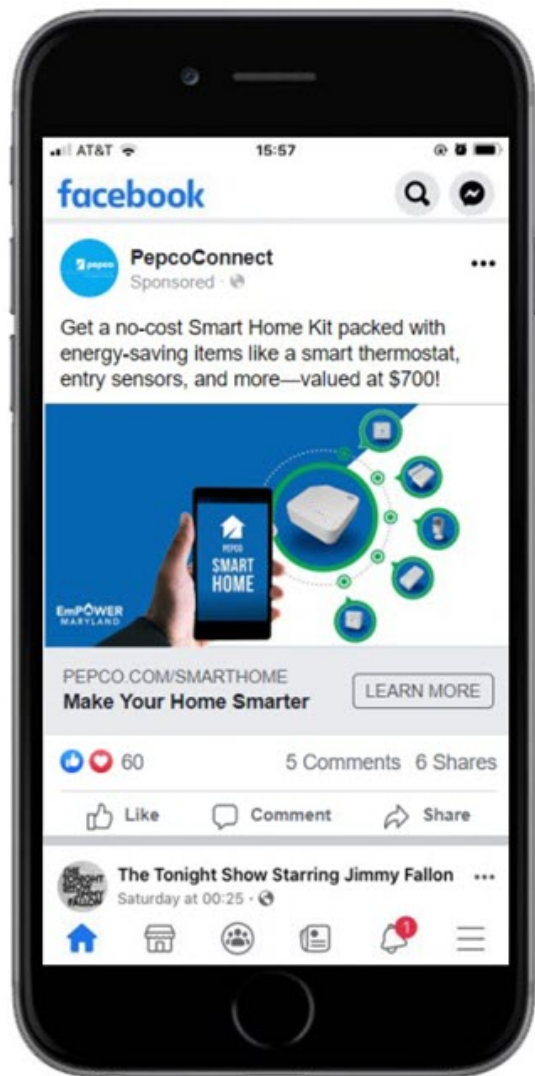
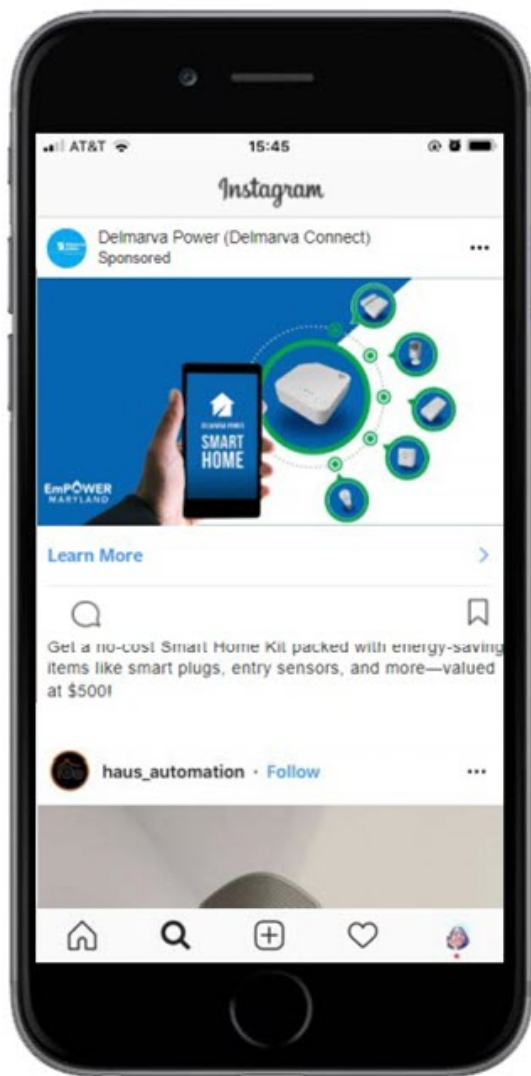
- **Monitor and control** lighting, home appliances, and other devices remotely
- **Receive notifications** about your home's energy use
- **Save energy** by using automated smart home rules

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 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/homeenergy. © Potomac Electric Power Company 2019. 07907115538

EmPOWER MARYLAND pepco. An Exelon Company

Source: Pepco Holdings Inc.



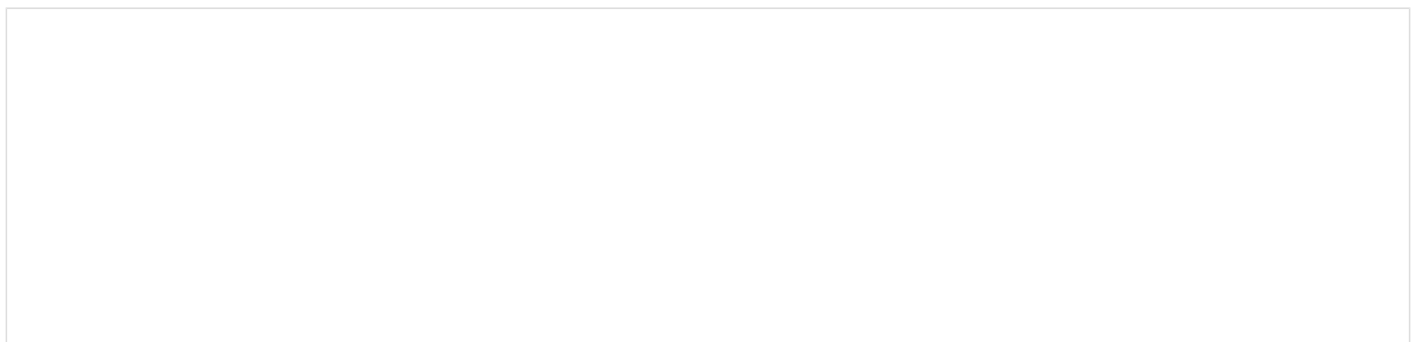
Source: Pepco Holdings Inc.

Second place: Ameren Illinois

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

Crowd-pleaser

Alabama Power





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