



Utility Ad Awards Contest winners 2021

September 15, 2022



[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. We honored the winners at a special awards session at [E Source Forum 2021](#).

[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](#)

[Special awards](#)

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Brand

First place: Georgia Power



Second place: Con Edison



Energy-efficiency and demand-response programs

First place: Public Service Co. of Oklahoma, an AEP company



Second place: Central Hudson Gas & Electric

Lego Mailer + Label



Source: Central Hudson Gas & Electric

Safety and emergency or outage communications

First place: Enbridge Gas



Second place: PG&E

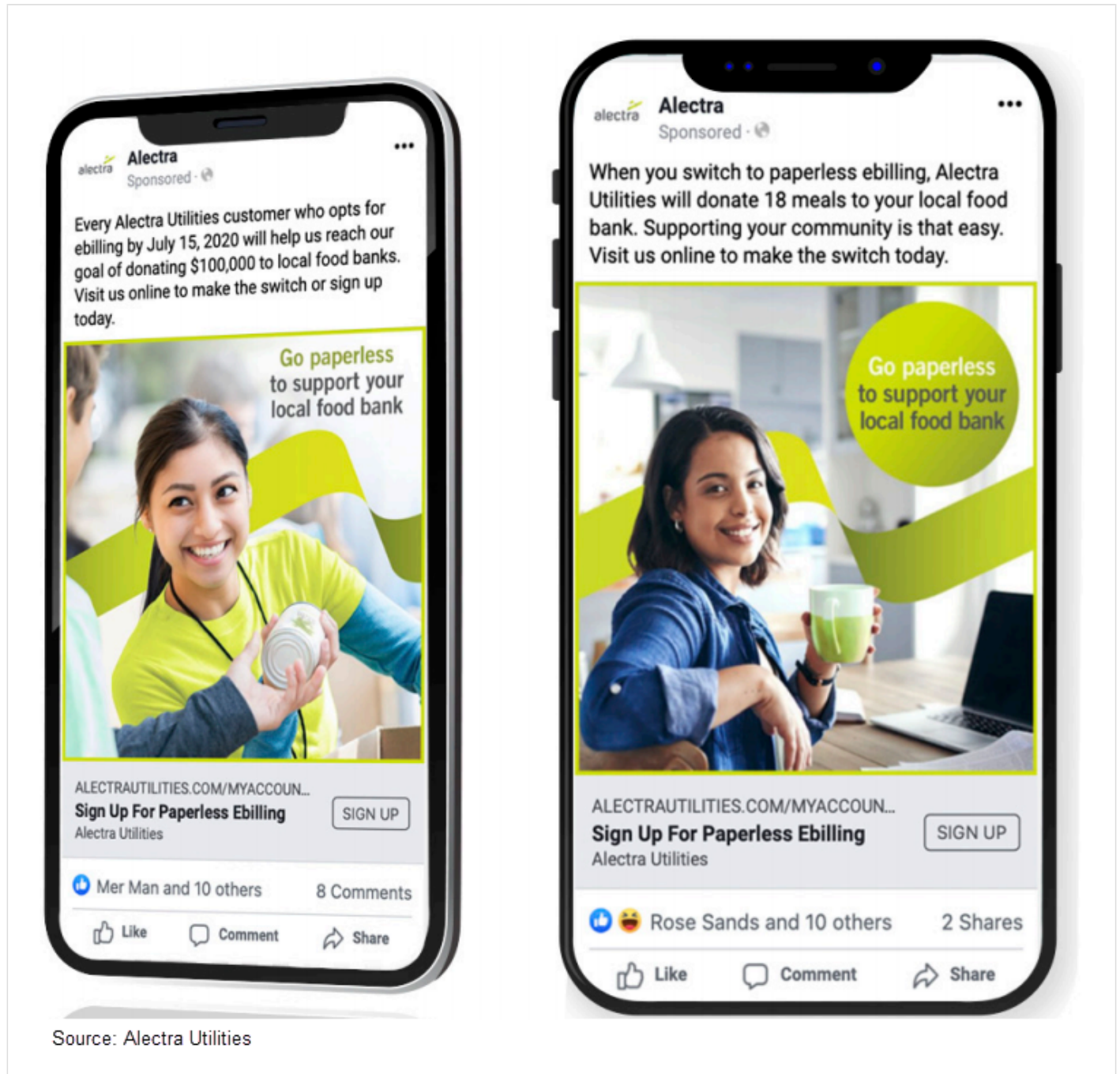


Self-service

First place: Duke Energy

[Download](#)duke-energy-hero-email-welcome.pdf

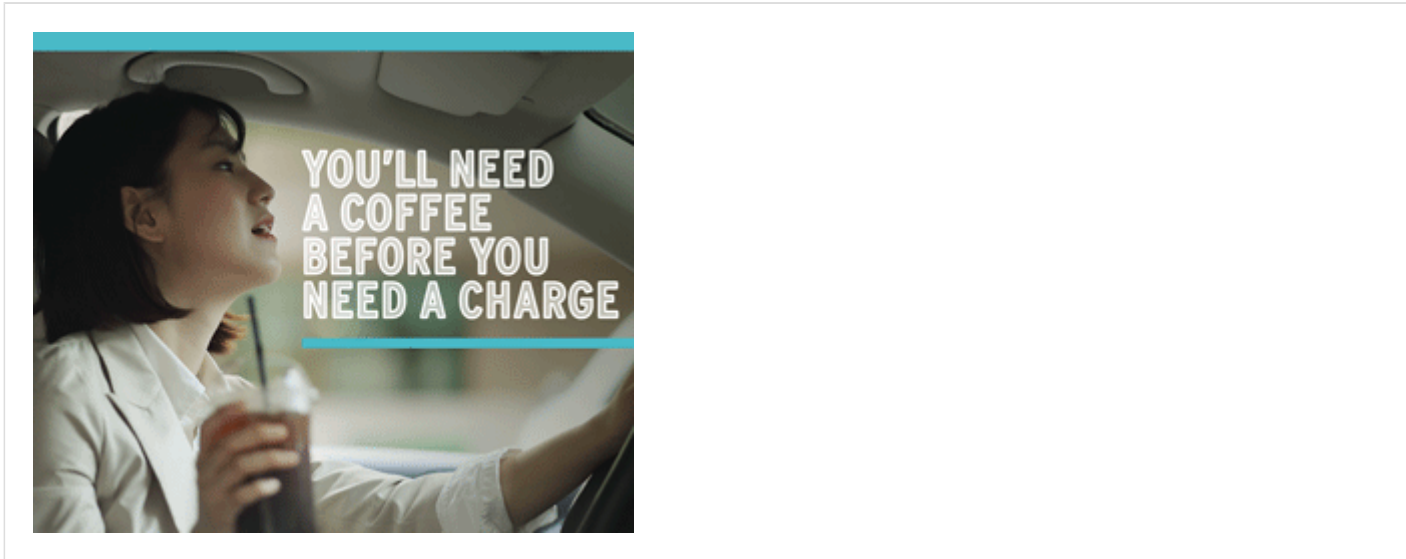
Second place: Alectra Utilities



Source: Alectra Utilities

Solar, storage, electric vehicles, and electrification

First place: SDG&E



Second place: BGE



Home energy management and smart home

First place: Cleco





Second place: FPL



Special awards

Best gas campaign: DTE Energy



Best pandemic assistance campaign: Nashville Electric Service



Best sustainability campaign: Sacramento Municipal Utility District





Most creative social media campaign: Huntsville Utilities

Best water campaign: Colorado Springs Utilities

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