

Utility Ad Awards Contest winners 2022

September 21, 2023



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; Joshua Olmstead, Paper City Digital; Tracy Gehrts, JobsOhio; and A.J. Schmitz, Progressive Marketing Group Inc. We honored the winners at a special awards session at the <u>E Source Forum 2022</u>.

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

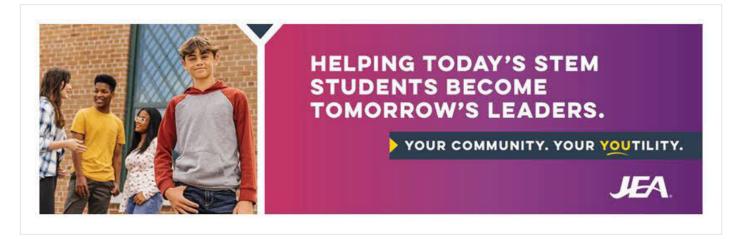
If you're a member of the <u>E Source Business Marketing</u>, <u>Residential Marketing</u>, or <u>Corporate</u> <u>Communications Service</u>, you can use the <u>E Source Energy AdVision</u> tool to access utility ad campaigns related to your service topics. To set up a demo of Energy AdVision or to learn more about our marketing and communications services, <u>contact us</u> or call 1-800-ESOURCE (1-800-376-8723).

Brand

First place	e: Con	Edison
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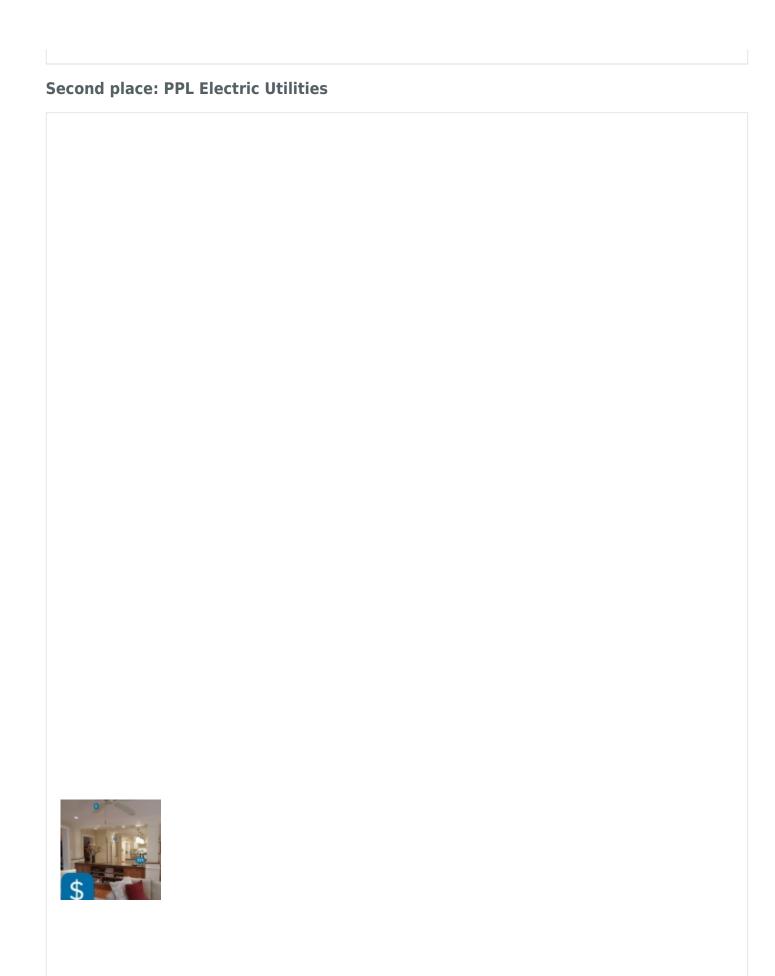
Second place: JEA



Energy efficiency and demand response programs

First place: Consumers Energy





Safety and emergency or outage communications

First place: Southern Company Gas



Second place: SoCalGas

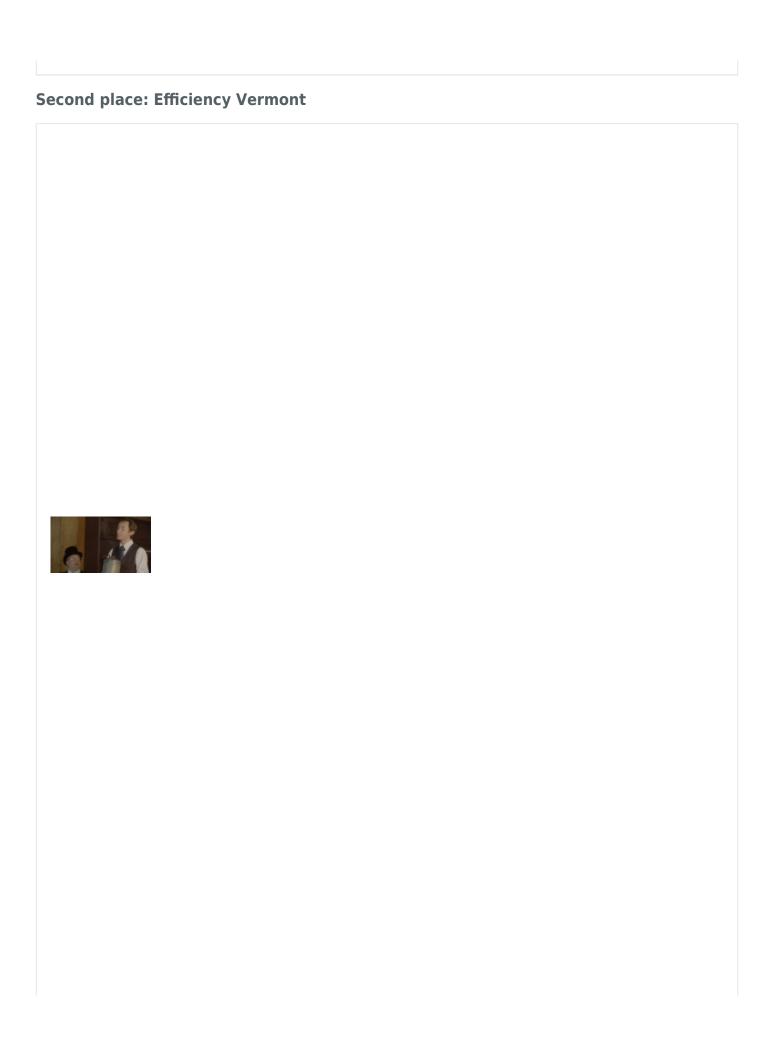


Self-service

First place: Memphis Light, Gas and Water

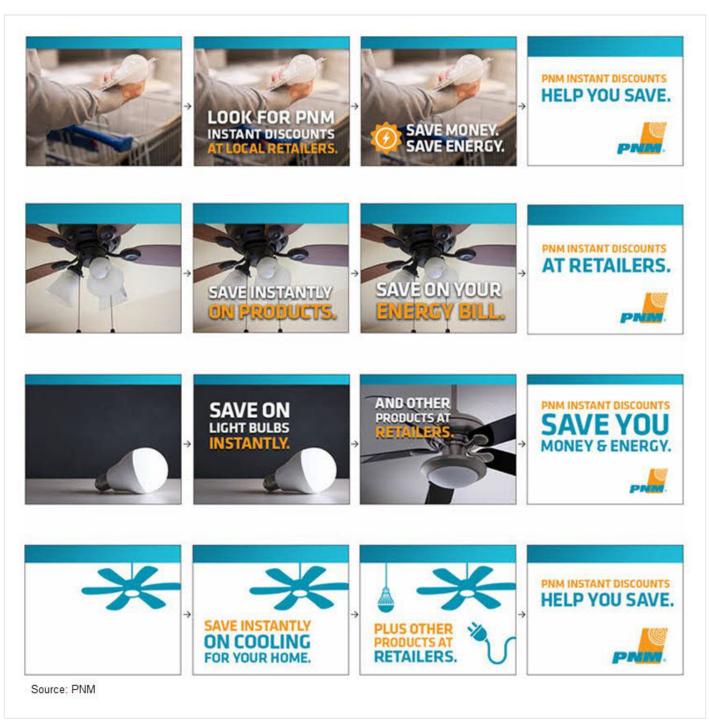


Second place: BGE $\underline{\textbf{Download}} \textbf{2022-esource-utility-ad-awards-bge-self-service-2nd.pdf}$ Solar, storage, electric vehicles, and electrification First place: SDG&E



Home energy management and smart home

First place: PNM



Second place: Tennessee Valley Authority



Crowd-pleaser FirstEnergy