



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 [E Source Forum 2022](#).

[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](#)

View more utility ad campaigns

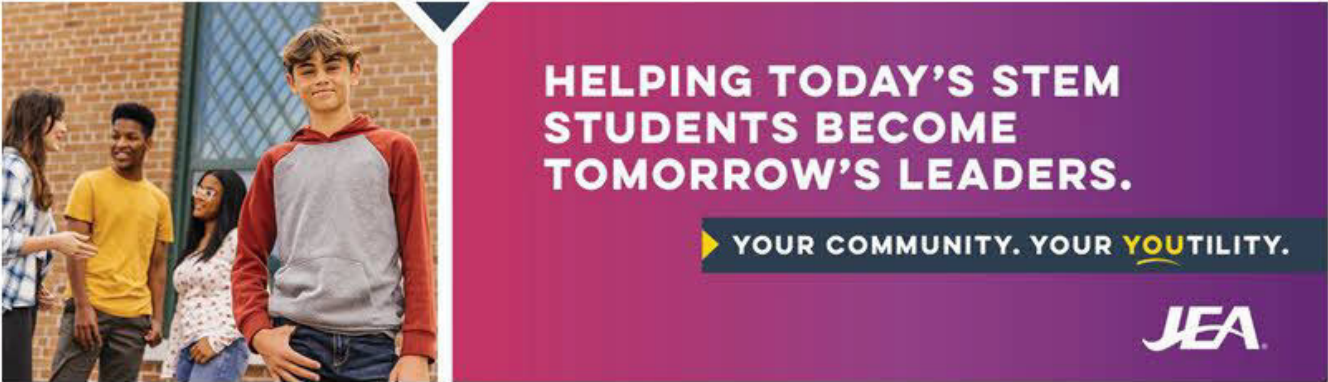
If you're a member of the [E Source Business Marketing](#), [Residential Marketing](#), or [Corporate Communications Service](#), you can use the [E Source Energy AdVision](#) tool to access utility ad campaigns related to your service topics. To set up a demo of Energy AdVision or to learn more about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

Brand

First place: Con Edison



Second place: JEA



HELPING TODAY'S STEM STUDENTS BECOME TOMORROW'S LEADERS.

▶ YOUR COMMUNITY. YOUR **YOUTILITY**.

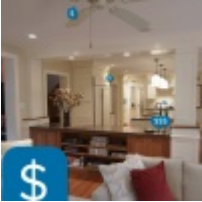
JEA

Energy efficiency and demand response programs

First place: Consumers Energy



Second place: PPL Electric Utilities



Safety and emergency or outage communications

First place: Southern Company Gas



Second place: SoCalGas



Source: SoCalGas

Self-service

First place: Memphis Light, Gas and Water



Second place: BGE

[Download](#)2022-esource-utility-ad-awards-bge-self-service-2nd.pdf

Solar, storage, electric vehicles, and electrification

First place: SDG&E





Second place: Efficiency Vermont



Home energy management and smart home

First place: PNM

	→	 <p>LOOK FOR PNM INSTANT DISCOUNTS AT LOCAL RETAILERS.</p>	→	 <p>SAVE MONEY. SAVE ENERGY.</p>	→	 <p>PNM INSTANT DISCOUNTS HELP YOU SAVE.</p> 
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	→	 <p>SAVE INSTANTLY ON PRODUCTS.</p>	→	 <p>SAVE ON YOUR ENERGY BILL.</p>	→	 <p>PNM INSTANT DISCOUNTS AT RETAILERS.</p> 
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	→	 <p>SAVE ON LIGHT BULBS INSTANTLY.</p>	→	 <p>AND OTHER PRODUCTS AT RETAILERS.</p>	→	 <p>PNM INSTANT DISCOUNTS SAVE YOU MONEY & ENERGY.</p> 
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	→	 <p>SAVE INSTANTLY ON COOLING FOR YOUR HOME.</p>	→	 <p>PLUS OTHER PRODUCTS AT RETAILERS.</p>	→	 <p>PNM INSTANT DISCOUNTS HELP YOU SAVE.</p> 
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Source: PNM

Second place: Tennessee Valley Authority





Crowd-pleaser

FirstEnergy



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