



# Utility Ad Awards Contest winners 2024

October 14, 2024

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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 the [E Source Forum 2024](#).

[Affordability and equity](#)

[Brand and sustainability](#)

[Energy efficiency and demand response](#)

[Energy generation and renewable energy](#)

[Internal communications](#)

[Mobility and EVs](#)

[Safety, emergencies, and outages](#)

[Self-service](#)

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## 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).

## Affordability and equity

### First place: Independent Electricity System Operator

#### Home heating hero

[Download](#)2024\_home\_energy\_hero.pdf

### Second place: SoCalGas

#### California alternate rates for energy

**Brand and sustainability**

**First place: Tampa Electric**

**Your neighbor Mr. Sun**

**Second place: First Energy**

**Light the way**

# Energy efficiency and demand response

First place: BGE

Through and through

**Second place: Idaho Power**

**Good energy**

# Energy generation and renewable energy

First place: LG&E and KU

Solar share







**Second place: Alabama Power**

**Clean energy**

**Internal communications**

**First place: Alabama Power**

**Second-chance tree-trimming program**

**Second place: SoCalGas**

**Women's recruitment**

# Mobility and EVs

First place: PNM

Transportation electrification program 2023

## Second place: ComEd

### Your future is electric

[Download](#)comed\_digital\_banners\_your\_future\_electric.pdf

## Safety, emergencies, and outages

### First place: Austin Energy

### Customer outage prep communications and education

[Download](#)2023\_ae\_outageprep\_billinsert.pdf

### Second place: SaskPower

### SaskPower farm safety

[Download](#)saspo-2714\_safety\_2023\_rd\_flight\_1\_lual\_mockup.pdf

## Self-service

### First place: Evergy

### YOUtility val prop evolution

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## Second place: Enbridge Gas

### Enbridge gas meter reading

[Download](#)2024\_enb\_1761\_meter\_reading\_campaign\_dh01.pdf

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### View past years' winners

- [2023](#)
- [2022](#)
- [2021](#)