Utility Ad Awards Contest winners 2025

By Kyle Rodriguez
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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 2025.

Affordability and equity

Brand and sustainability

Energy efficiency and demand response

Energy generation and renewable energy

Mobility and EVs

Safety, emergencies, and outages

Self-service

View more utility ad campaigns

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Affordability and equity

Achievements in Customer and Employee Experience winners 2025

We also recognized the winners of the E Source Achievements in Customer and Employee Experience at the Forum. View the winning campaigns and advertisements in Achievements in Customer and Employee Experience: 2025 honorees.

First place: Enbridge Gas

Strategy. The Enbridge Gas Home Winterproofing Program is an energy conservation program that gives free insulation, draft proofing, and a smart thermostat to income-qualified households to improve energy efficiency and comfort. The campaign increased consumer awareness and drove program participation in target areas with high potential and low penetration rates.

Implementation. The campaign included radio, print, digital advertising, and out-of-home strategies to get the most reach and recall. To enhance reach, Enbridge Gas translated ads into:

- Cantonese
- Hindi
- Mandarin
- Punjabi
- Tamil
- Urdu

Market research showed these languages were among the most spoken in the target areas, aside from English.

Measurement. The campaign was a success, surpassing the utility's expectations. The program aimed for 3,927 completed product installations. By the end of 2024, there were 4,761 completed installations, exceeding the goal by over 21%.

Home winterproofing program

Campaign focus: Energy affordability and equity.



Second place: Ameren Illinois

Strategy. The campaign promoted energy efficiency, affordability, and equity by focusing on residential customers with disabilities and accessibility barriers. The storytelling approach centered on the Beckert family to humanize the initiative and show that energy efficiency is accessible to everyone.

Implementation. The campaign used social media ads and featured a case study of the Beckert family to illustrate the benefits of smart home devices provided at no cost. These devices, which improved accessibility, safety, and energy savings, included:

- Smart speakers
- Thermostats
- Lighting
- Wi-fi cameras

Measurement. The campaign built strong advocacy and support within the community to drive the utility’s initiative. Increased awareness of and participation in Ameren Illinois’s energy efficiency offerings was essential. Additionally, it reached qualified customers and successfully brought them into the program pipeline for seamless service delivery.

Accessibility initiative—Removing barriers from energy efficiency

Campaign focus: Energy affordability and equity, energy efficiency, home energy management or smart home.

Brand and sustainability

First place: Nicor Gas

Strategy. This campaign educated zoo guests of all ages about energy-saving behaviors. It also engaged visitors through a mission-based scavenger hunt using a mobile app and strengthened the brand connection with Nicor Gas by creating a positive experience. This strategic approach combined environmental education with energy efficiency messaging, using the zoo's natural setting to make the content relatable and enjoyable.

Implementation. The utility campaign partnered with Brookfield Zoo in Chicago. The team developed a mobile app with branding and user experience design, animal-themed trivia connected to energy-saving tips, and a reward system. The team also used on-site engagement tools like digital and physical signage throughout the zoo and a large peek board photos and social sharing.

Measurement. The campaign measured success through several key indicators:

- App downloads
- Mission completions
- Reward redemption
- Social media interactions like shares and mentions

Mission: Zoo-possible

Campaign focus: Brand or reputation, energy efficiency.

Second place: Puget Sound Energy

Strategy. The campaign highlights the value that Puget Sound Energy (PSE) provides to customers, often without them even realizing it. It encourages a positive perception of PSE as their energy partner to help mitigate negative feelings that can arise during rate increases or the delivery of other challenging news.

Implementation. Customers don’t want to think about their energy provider—thanks to PSE’s reliability, they don’t have to. PSE works quietly in the background to make sure these everyday moments remain uninterrupted. It features genuine experiences with actual individuals, emphasizing authenticity. The integrated suite of video, out-of-home, social media, and digital placements show PSE in the warm and human light that makes a lasting impact on its customers.

Measurement. Since the campaign launched in November 2024, it has generated 248.3 million impressions and over 430,000 clicks to the website. Additionally, there’s been a 48% increase in video completion rates compared to earlier years. Results from the annual reputation survey suggest growth in brand favorability and trust over earlier years.

Powering moments

Campaign focus: Brand or reputation.



Energy efficiency and demand response

First place: PECO

Strategy. Large commercial and industrial businesses often acknowledge, but don’t prioritize, energy efficiency. Despite its benefits, decision-makers often place upgrades below other concerns due to skepticism and complexity. Recognizing energy waste as the elephant in the room, the campaign used humor and visual storytelling to convey urgency and relatability.

Implementation. PECO designed the campaign’s visual identity to be disruptive. The ad has a hyper-realistic CGI elephant integrated into various settings to make the issue relatable. The team used an account-based marketing strategy, identifying 1,800 high-value businesses and tailoring custom ads to address their challenges.

Measurement. The campaign not only entertained but also made an impact, generating 395 energy efficiency projects currently in progress. These projects represent potential energy savings of 56.6 million kilowatt-hours and over $4.7 million in project incentives. By successfully merging bold creativity with targeted strategies, the utility broke through apathy, inspired meaningful action, and achieved tangible business results.

Addressing the elephant in the room

Campaign focus: Energy efficiency.



Second place: Duke Energy

Strategy. The objective is to increase awareness and engagement with Duke Energy's comprehensive range of solutions, including programs, products, and services, with seamless customer experience across all channels.

Implementation. The campaign included green-screen production with layered visual effects, transporting viewers into a magical world that exists beyond the outlet. During the campaign, Duke Energy created more than 350 assets for various platforms, including:

- Broadcast TV
- Connected TV
- Radio
- Digital channels
- Social media
- Print

Measurement. After the campaign, 25% of participants recalled the advertisements while 60% reported that it increased their awareness of Duke Energy solutions. Additionally, 41% of customers surveyed expressed a heightened interest in the offers presented to them. Thirty percent of customers took action, with nearly 70% visiting the website.

Beyond the outlet

Campaign focus: Demand response, energy efficiency, renewable energy.

Energy generation and renewable energy

First place: Enbridge Gas

Strategy. Enbridge made this video to inspire and educate Ontarians about how renewable natural gas (RNG) converts organic waste into energy while reducing emissions, and to encourage local communities and businesses to explore opportunities in RNG production and adoption. The heartfelt narration reflects the hopeful vision of RNG and Ontario’s net-zero goals.

Implementation. Enbridge designed the video for broad and flexible use across multiple platforms and audiences. Leaders use it during keynotes and for internal presentations, events, and conferences. It supports public advocacy campaigns and appears on business development web pages.

Measurement. The utility uses this campaign to educate industry decision-makers about RNG’s potential as a cleaner fuel alternative, a key strategy in achieving net-zero emissions in Ontario. Enbridge is actively building support for RNG initiatives now that the video is complete. It’s educating industry decision-makers about the potential of RNG.

Renewable natural gas educational video

Campaign focus: Brand or reputation, sustainability, renewable energy.

Second place: Consumers Energy

Strategy. The campaign recognized the need to engage the broader customer base. Many customers were not well informed about decarbonization and renewable energy. For Q3–Q4 of 2024, the team developed a storyline to establish a foundational understanding of the program and position the utility as a trusted partner. The campaign also addressed customer needs through renewable energy solutions.

Implementation. The campaign included an infographic to visually simplify the program for better understanding and support sales efforts. Display and social ads emphasized the ease of the program, while video ads presented an easy-to-understand overview, reinforcing its advantages over other decarbonization options.

Measurement. The campaign surpassed every established performance benchmark and target, achieving eight times the email page view benchmark, and securing the best video cost effectiveness of the year. It also generated three times the forecasted leads.

How it works

Campaign focus: Renewable energy, sustainability.

Subject Line: An easier way to meet your sustainability goals
Preheader: Learn how our Renewable Energy Program for business works.

Consumers Energy Count on Us®



Absolutely. Our Renewable Energy Program makes it easy for your business to achieve your sustainability goals.

How it works

You select how much of your electric use you want to match with zero-carbon renewable energy (1-100%) and new wind or solar renewable energy projects are developed to achieve your emission reduction goals.



Schedule a free consultation today to learn more about the best options for your business.

Learn More

Go Lean. Go Clean. Save Green.

Boost your bottom line and reach your carbon reduction goals with a variety of programs.

Discover the Solutions

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Consumers Energy Count on Us®

This message was sent by Consumers Energy
One Energy Plaza, Jackson, MI 49201
Preference Center

Mobility and EVs

First place: Orange & Rockland Utilities Inc.

Strategy. The campaign encouraged enrollments among O&R customers to achieve the year-end goal of 3,200 enrollees. Its objectives included:

- increasing enrollments in the SmartCharge program
- promoting off-peak EV charging to support a robust energy grid
- enhancing brand alignment through updated creative assets

Implementation. The campaign used Meta, Google Ads, and social media through static posts, carousels, and videos to engage customers. Display advertising included animated banners and programmatic videos to reach a broader audience. The campaign focused on offering financial incentives to EV owners to charge during off-peak hours, highlighting both cash rewards and grid stability benefits.

Measurement. Running from May to December 2024, the campaign surpassed its enrollment and impression goals, receiving positive feedback for focusing the end card on the call to action. The campaign exceeded its enrollment goal:

- 4,277 enrollments.
- 25,756,596 impressions
- 53,988 clicks
- 3% video completion rate

SmartCharge New York

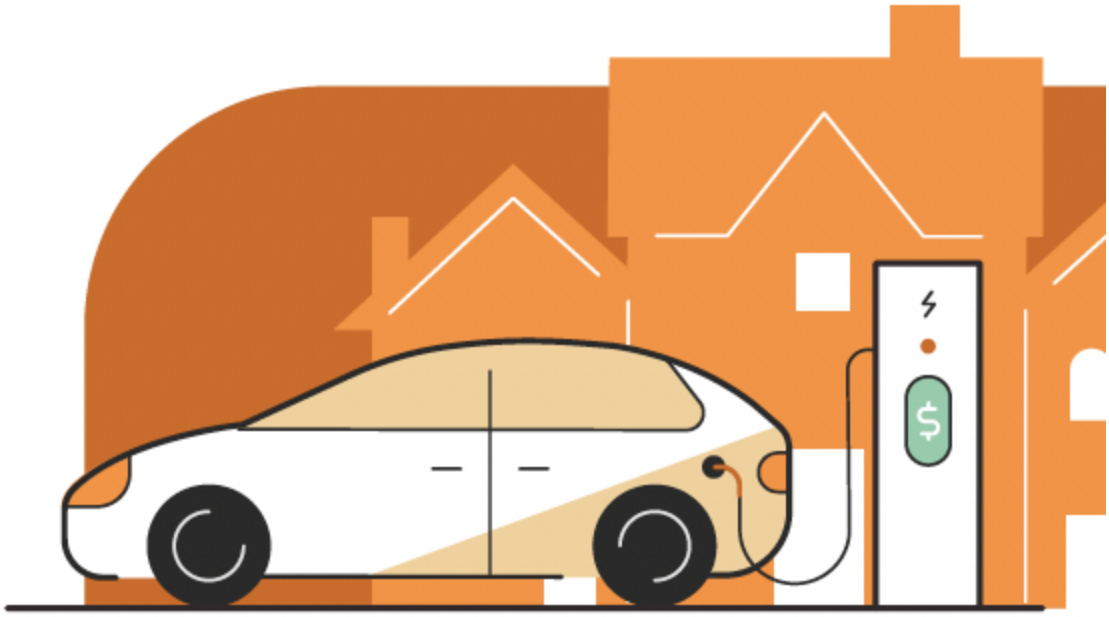
Campaign focus: Grid and infrastructure, transportation electrification (EVs or fleets).

Orange and Rockland

Sponsored ·

Earn year-round and support a strong energy grid by charging your electric vehicle in the Orange and Rockland service area at off-peak times.

Get paid to plug in overnight.



scny.ev.energy

Smartcharge: O&R

Get paid to charge your EV.

Shop Now

Second place: Alabama Power

Strategy. The objective of the initiative was to raise awareness and drive participation in the managed charging program. The target audience included 2,237 customers who participated in other Alabama Power EV programs, as well as 1,862 customers identified as owning an EV based on EV detection tools. To encourage sign-ups, the program offered a $50 incentive for joining, with the potential for an extra $50 in seasonal rewards.

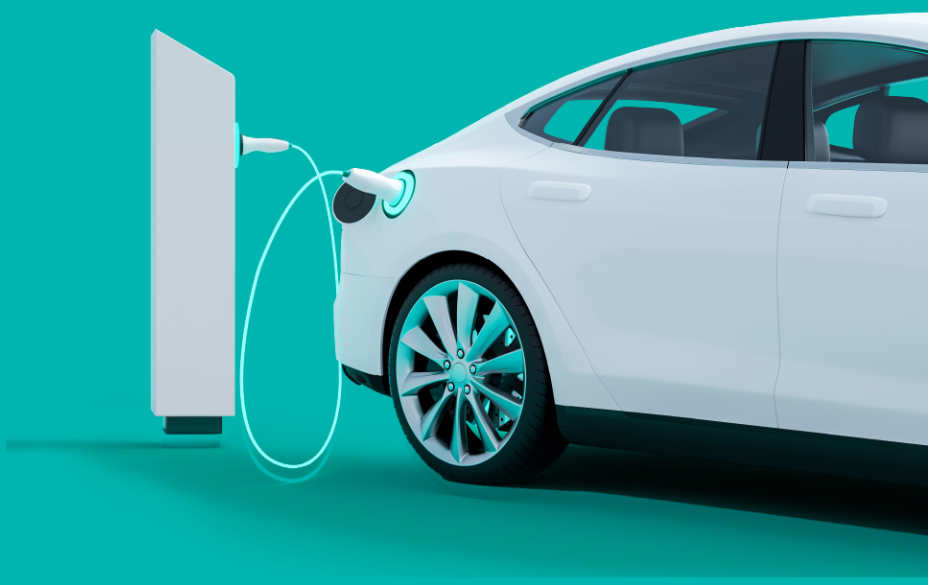
Implementation. The campaign used internal EV detection tools to identify known EV owners and educate them on the benefits of managed charging. The messaging highlighted the advantages of off-peak charging, including lower costs, reduced grid stress, and enhanced sustainability. The channel strategy included:

- Display advertising
- Targeted email
- Direct mail
- Website content
- Tailored email outreach, developed in collaboration with WeaveGrid based on charger ownership data

Measurement. The campaign successfully acquired 624 new participants and achieved 2,000 clicks with a 0.19% click-through rate. Customer satisfaction reached a score of 82%, with 67% of respondents showing that participation improved their overall impression of Alabama Power.

EV GridWise+

Campaign focus: Home energy management or smart home, transportation electrification (EVs or fleets).



EV Rewards, Your Way

Optimize your home charging, improve grid reliability and earn up to $100 in rewards.

Scan to join the EV GridWise+ program.

You're in charge.™

AlabamaPower.com/EV

Safety, emergencies, and outages

First place: Georgia Power

Strategy. Georgia Power launched this campaign to emphasize its commitment to the community by demonstrating its rapid and effective response to Hurricane Helene. Georgia Power also expressed appreciation for and pride in the resilience of Georgians and shared ongoing community support resources.

Implementation. The campaign used all available traditional and digital channels, including:

- Broadcast and connected TV
- Billboards
- Website
- Press releases
- Social media
- Email
- Radio ads
- Print ads
- Mobile app

The timeline for this campaign spanned from October to December 2024, with extensions into 2025.

Measurement. The campaign launched on October 17, just three weeks after Hurricane Helene made landfall. Post-hurricane sentiment polling among customers of energy providers in Helene's path suggested that Georgia Power received a net-positive sentiment from its customers. The campaign's strong positive reception and measurable success established "Here for You" as a long-term brand messaging platform. The utility will integrate the campaign across multiple campaigns in 2025. The campaign achieved impressive results, garnering 82,620,317 impressions and 587,665 clicks, resulting in a 5.4% click-through rate.

Here for you: Hurricane Helene

Campaign focus: Crises or emergencies.

Second place: LG&E and KU

Strategy. The fall season signals an increased use of natural gas for heating, making it crucial to remind consumers about the signs of gas leaks. In an exciting twist, the campaign, which debuted in spring 2024, used characters like rotten eggs, hissing snakes, and dead bushes, all dressed up for Halloween, to convey gas leak warnings in a fun, spooky manner.

Implementation. Targeting adults in the Louisville area who use natural gas, the Halloween-themed campaign featured streaming audio ads with a “Graveyard Gas Leak” song, a haunted house display for mobile engagement, and partnerships with three social media influencers with a combined following of 210,000.

Measurement. The campaign reached an estimated 751,000 consumers and generated 3.7 million impressions, resulting in 6,000 sessions and 7,700 page views on the LG&E and KU websites. In digital audio, it achieved 557,000 impressions and a 97.98% engagement rate. Users interacted with the display for an average of 69.47 seconds, far exceeding the typical 2–5 seconds. Three identified influencers with 210,000 followers generated close to 500,000 organic impressions.

Fumes of fear

Campaign focus: Safety.



Self-service

First place: PSEG Long Island

Strategy. Many customers tend to overlook or underestimate the benefits of simple upgrades like LED lighting or smart thermostats. To address this, PSEG Long Island has developed solutions aimed at increasing awareness of its Energy Efficiency Marketplace.

Implementation. The creative approach involves an artful, animated concept where characters crafted from wallpaper come to life, making the advantages of energy efficiency feel approachable and visible. For connected TV, PSEG Long Island designed a 30-second animated spot to create broad awareness.

Measurement. During the period from Q3 2024 to Q1 2025, the marketplace reported impressive results, including a 67% year-over-year increase in total products sold and a remarkable 90% surge in smart thermostat sales. The performance exceeded expectations, achieving over 200% of the sales goal for 2025.

EE Marketplace—In Plain Sight

Campaign focus: Energy efficiency.

Second place: JEA

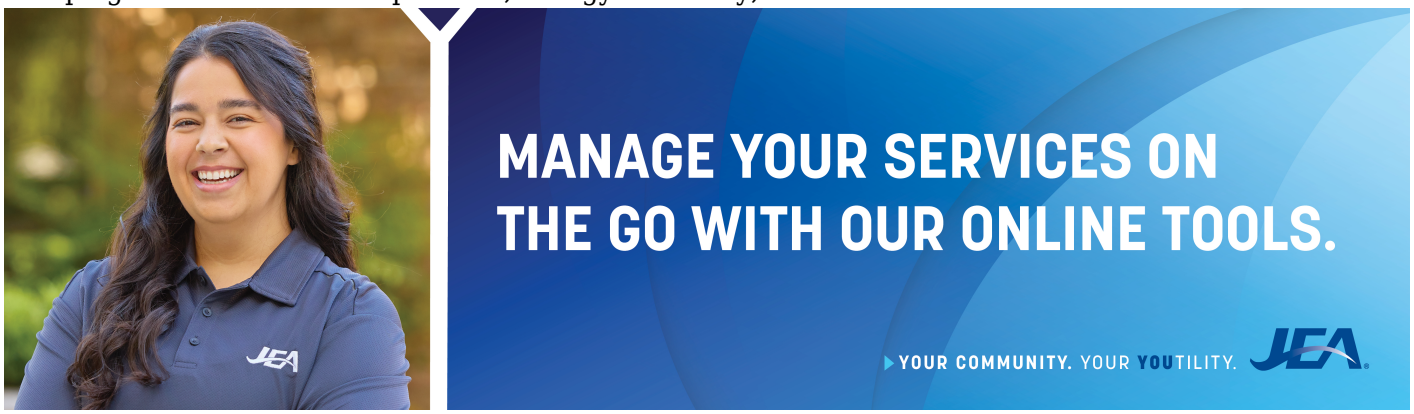
Strategy. The campaign aimed to increase awareness and consideration of JEA's energy-saving programs and services by showing real employees who personally use them. By presenting these individuals first as relatable customers and later revealing their employee status, the campaign bridged the gap between authenticity and brand authority.

Implementation. JEA collaborated with St. John Advertising and PR Agency to execute a multi-channel media strategy. Each ad highlighted one of four employees using services like online account management, budget billing (My Budget), home efficiency assessments, and customer service tools. JEA strategically placed ads on transit shelters in low-income zip codes to promote payment assistance and budget solutions.

Measurement. The campaign delivered over 71 million paid impressions across all channels. Most notably, the campaign achieved a 239% increase in traffic to the Home Efficiency Assessment page, a 266% increase to the Billing and Payment Options page, and a 22% increase to the Rebates page.

At home with JEA

Campaign focus: Brand or reputation, energy efficiency, self-service tools or feature



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