The Marketing Excellence Awards is dedicated to identifying marketing campaigns that demonstrate success with measurable results in the following: Residential, Commercial/Industrial, Innovative Energy Efficiency Marketing and Advertising.

The award program is judged on the following criteria:

- Quality of the research and analysis to understand the problem or opportunity
- Level of creativity and innovation in the execution and promotion
- Relevance and Implementation effectiveness
- Impact and measurable results of the marketing effort

**WINNING PROGRAMS**

**Atlanta Gas Light**
“High-Rise Multifamily Program”

**Florida Public Utilities**
“Energy Experts Campaign”

**Other Participants:**
- Black Hills Energy
- CenterPoint Energy
- Clearwater Gas System
- Florida City Gas
- Municipal Gas Authority of Georgia