



## Winners Announced for Demand Response and Smart Grid Communications Awards

(Washington, DC – May 28, 2014) The Association for Demand Response and Smart Grid (ADS) announced today the winners of its “Griddie” Awards for Excellence in Communications. The Griddie winners were honored at the National Town Meeting on Demand Response and Smart Grid held on May 19-21 in Washington, DC.

“Those of us in the smart grid and demand response community are knowledgeable about the technologies, policies, and potential for grid modernization. This competition highlights how our efforts can be communicated to residential, commercial, and industrial customers who are not as familiar,” said Dan Delurey, Executive Director of ADS. “The Griddies give us a chance to see what others are doing in the important areas of customer outreach and education.”

The 2014 Griddies were awarded in two categories. “Infographics” showcased a new approach to visual storytelling that meshes well with the multi-dimensional nature of smart grid. Finalists were posted online and the winner selected by votes collected May 8 through May 20. The winner was **Baltimore Gas & Electric’s Peak Rewards News Mailer**, developed by the creative team at Integrated Designs Inc. Used in a mailer and email, this infographic visually represents the impressive 38% participation of eligible customers (315,000) in the PeakRewards program and illustrates the positive environmental results.

**Baltimore Gas & Electric:** [PeakRewards Rewarding News Mailer](#)

The winner of the “Solutions Promos” category was chosen in live voting by attendees during the final plenary session of the National Town Meeting. Throughout the day, participants watched video spots that promote utility program offerings or smart grid-enabled products and services to commercial, industrial, or residential customers. The winner was **CPS Energy’s Mission Control** produced by the Atkins Group. This TV ad from the “All Powerful” campaign promotes the utility’s Home Manager program (a home energy management system using intelligent load control to support demand response initiatives).

**CPS Energy:** [Mission Control](#)

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“For the solutions promos, we had a range of excellent entries that covered B2B systems, neighborhood integration of renewables, and consumer feedback and automation,” said Judith Schwartz, President of marketing consultancy To the Point and program manager for the Griddies. “In the Infographics category, we had a tough race leading up to the final hours of voting. At the end of the day the winner was the company that mobilized their employees and their social networks. It shows the people power that can be harnessed for a common goal.”

The winners, finalists, and all the entries may be viewed at <http://www.demandresponsesmartgrid.org/call-for-creative>. Images and presentations from this year’s National Town Meeting can be found at [www.demandresponsetownmeeting.com](http://www.demandresponsetownmeeting.com).

### **About the National Town Meeting on Demand Response and Smart Grid**

The 2014 National Town Meeting on Demand Response and Smart Grid was held on May 19-21, in Washington, DC, at the Ronald Reagan Building and International Trade Center. More information on the 2014 National Town Meeting can be found at [www.demandresponsetownmeeting.com](http://www.demandresponsetownmeeting.com).

### **About the Association for Demand Response & Smart Grid**

The Association for Demand Response & Smart Grid (ADS) is nonprofit organization consisting of professionals, companies and organizations involved in demand response and smart grid. It provides services to educate and help policymakers and practitioners its members in the conduct of their work and in the attainment of their goals. ADS seeks to establish and grow a demand response “community” of policymakers, utilities, system operators, technology companies, consumers, and other stakeholders.

Group Members of ADS are Ameren, American Public Power Association, C3 Energy, California ISO, Comverge, Conservation Services Group, Constellation, Consumers Energy, Dimplex, DTE Energy, Duke Energy, ENBALA, EnergyHub, EnerNOC, GE, ISO New England, Itron, Landis+Gyr, MISO, National Grid, National Rural Electric Cooperative Association, Navigant Energy Practice, Nest Labs, Nexant, NYSEERDA, On-Ramp Wireless, OPower, Pacific Gas & Electric, PECO, PJM Interconnection, Reliant, Rodan Energy Solutions, Inc., San Diego Gas & Electric, Sensus, Siemens, Silver Spring Networks, Southern California Edison, Southern Company, Steffes Corporation, Tennessee Valley Authority, and Vermont Energy Investment Corporation.

More information on ADS can be found at: [www.demandresponsesmartgrid.org](http://www.demandresponsesmartgrid.org)

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