

# Georgia Power's communications earn top awards

TUESDAY, JULY 19, 2016 - Just as the television and movie industries have their Emmy awards and Oscars, respectively, utility communicators have their own prestigious awards.

And this year, Georgia Power's advertising and marketing communications campaigns dominated those awards.

Georgia Power was honored with multiple awards at the Utility Communicators International's (UCI) Better Communications Contest, one of the oldest advertising awards competitions in the industry, at the organization's annual conference in Chicago.



UCI, an organization dedicated to supporting the needs of communication professionals in utilities and their affiliated organizations, receives entries from utilities of all sizes across the country. Advertising and communications professionals inside and outside the energy industry judge the entries based on the creative execution and delivered results of the campaign.

Adam Pickard, the company's former marketing communications manager, was named the Bob Janke Communicator of the Year. This award is presented to the company and UCI member whose entries had the highest totals of gold, silver and bronze awards.

Georgia Power also earned best of show awards for its electric vehicle television spot and its "Storm Ready" digital campaign. In addition, the company swept the image or branding complete campaign for its EV, solar and customer service campaigns, and earned a silver award in the marketing complete campaign category for its commercial energy efficiency campaign.

In addition to those top honors, Georgia Power also garnered an additional 4 gold awards, 8 silver awards and 4 bronze awards for other communications.