



SafeAuto.com Announces Its 2011 "Do the Jingle" Contest

SafeAuto Insurance, a Columbus, Ohio [auto insurance](#) carrier, is proud to announce the 2011 edition of their "Do the Jingle" contest starting January 3, 2010. Contestants will be in a competition with others all across the country to create their own filmed version of SafeAuto's well-known advertising jingle.

Columbus, OH ([PRWEB](#)) January 5, 2011 -- SafeAuto Insurance, a Columbus, Ohio [auto insurance](#) carrier, is proud to announce the 2011 edition of their "Do the Jingle" contest starting January 3, 2010. Contestants will be in a competition with others all across the country to create their own filmed version of SafeAuto's well-known advertising jingle.

For the past three years, SafeAuto's "Do the Jingle" contest has been a casting call to find the best talent to promote the SafeAuto Insurance brand and the company's 1-800-SAFEAUTO commercials. The winner(s) of Do the Jingle will be awarded an advertising contract with the company and appear in a marketing campaign to promote the brand. Runners-up will also be receiving cash prizes for their efforts.

"We are very excited to launch the Do the Jingle contest for 2011, which is now in its third year," says Elie Deshe, Vice President of Emerging Media for SafeAuto. "Each year, we get a huge number of creative submissions that help us make our brand even better, and we're happy to share that creativity with everyone else through our televised ad campaigns."

Contestants are in a battle to create their own video-captured version of the SafeAuto jingle. A previous winner, Portia Allen, spun the jingle into a fun call center dance that became a Web sensation, with nearly 100,000 views on YouTube. Another first place finish went to a holiday-themed version of the SafeAuto jingle, performed by the Potters House Choir.

But that's no indication of what the entrants of the contest might try this year. One of the fun things about Do the Jingle is the unexpected creativity. "We anticipate something totally unique to pop up as a crowd favorite," notes Deshe. "The fun thing about this contest is that it's all about the voters and what they find to be the most creative submission."

Those interested in voting for their favorite rendition of the SafeAuto jingle can visit the Do the Jingle website at dothejingle.safeauto.com.

Additional details, as well as a complete listing of prizes, are available at the [Do the Jingle contest page](#).

About SafeAuto

SafeAuto Insurance Company is a Property and Casualty Insurance Company based in Columbus, OH. Today, the company provides the state required minimum insurance coverage to automobile drivers in 14 states including Ohio, Indiana, Kentucky, Georgia, Pennsylvania, South Carolina, Tennessee, Louisiana, Mississippi, Illinois, Missouri, Arizona, Oklahoma and Texas. SafeAuto is a direct-to-consumer automobile insurance company offering auto insurance over the phone via its 1-800-SafeAuto toll free phone number. For more information visit <http://www.SafeAuto.com>.

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Contact Information

Elie Deshe

<http://www.safeauto.com>

(614) 231-0200

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