

SafeAuto Insurance Launches Fifth Annual "Do The Jingle" Contest

Winner of Digital Music Contest will receive \$5,000.00 cash and a featured role in SafeAuto television commercial.

Columbus, Ohio ([PRWEB](#)) January 02, 2013 -- SafeAuto Insurance, an auto insurance company based in Columbus, Ohio, is proud to launch their fifth annual "Do The Jingle" contest on January 2nd, 2013. The nationwide competition draws talented musicians and performers from across the country. The jingle which receives the most votes through February 28, 2013, on www.dothejingle.com will win the grand prize of \$5,000 plus a featured role in a SafeAuto television commercial.

This major digital event for SafeAuto continues to grow in its fifth year. The SafeAuto camera crew visited eleven cities throughout the country capturing local talent from various markets. The "Do The Jingle" website was completely revamped in order to incorporate more social media participation between all of the contestants. Additionally, a record number of videos were submitted for the 2013 competition.

Last Year's winner, Mike Jade, was featured in a commercial with SafeAuto spokesperson and recognizable comedian Norm Macdonald. The commercial aired throughout the country and received amazing online exposure. This year, SafeAuto encourages all of the participants to join the discussion by incorporating the #DoTheJingle hashtag on Twitter.

"Our digital marketing team has been working hard at making the fifth year of "Do The Jingle" bigger and better than ever," stated Tom Boyd, Vice President of Media at SafeAuto. "With over 400 musicians in this year's contest, we can't wait to see a great SafeAuto jingle in an upcoming commercial!"

About SafeAuto:

Safe Auto Insurance Company is a property and casualty insurance carrier based in Columbus, Ohio. Founded in 1993, the company today is licensed in 19 states and employs nearly 1,000 associates in 4 offices around the country, with annual revenues topping \$300 million. SafeAuto provides the state minimum insurance coverage to automobile drivers in 16 states including Ohio, Indiana, Kentucky, Georgia, Pennsylvania, South Carolina, Tennessee, Louisiana, Mississippi, Illinois, Missouri, Arizona, Oklahoma, Kansas and Virginia and Texas. For more information and for car insurance quotes, visit <http://www.safeauto.com>

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