



SafeAuto.com Announces Highly Anticipated 2012 "Do the Jingle" Contest

SafeAuto Insurance, a state-minimum auto insurance specialist based in Columbus, Ohio, has proudly unveiled its eagerly-awaited 2012 4th annual "Do the Jingle" contest. Voting, which begins on January 2nd, 2012, will determine this year's Do The Jingle winner. Whichever jingle receives the most votes on the Do the Jingle website will win the grand prize of a \$5,000 SafeAuto advertising contract, which includes a featured role in a SafeAuto commercial.

Columbus, OH ([PRWEB](#)) January 02, 2012 -- SafeAuto Insurance, a state-minimum [auto insurance](#) specialist based in Columbus, Ohio, has proudly unveiled its eagerly-awaited 2012 4th annual "Do the Jingle" contest. Voting, which begins on January 2nd, 2012, will determine this year's Do The Jingle winner. Whichever jingle receives the most votes on the [Do the Jingle](#) website will win the grand prize of a \$5,000 SafeAuto advertising contract, which includes a featured role in a SafeAuto commercial.

For the past four years, SafeAuto's Do the Jingle contest has drawn entries from across the country from artists and performers who believe they have what it takes to promote the brand in its iconic 1-800-SAFEAUTO commercials. This year, the winning artist(s) will receive a \$5,000 advertising contract with SafeAuto to appear in a promotional marketing campaign. To sweeten the competition even more, second through fifth place runners-up will receive cash prizes for their entries.

This year, the contest has drawn over 300 performers, a record number for the contest, representing an enormous range of creative talent from across the nation. Contest entries include a soulful hiphop-inflected jingle by City from Power 107.5 from Columbus, folk harmonies by the Voorheises, and a "dramatic" reading of the jingle by mustachioed comedy quartet Sketch by Number. Voters can also choose from entries by Houston chanteuse Chandra Henson, live looping artist Adam Shero from Phoenix, jazz / R&B sextet Bits and Pieces, and many others.

“SafeAuto is thrilled to announce our 4th annual Do the Jingle Contest. This has become a major digital event as each year more people get caught up in the fun. Last year we had over one million votes to find our winner,” said SafeAuto President, Jon Diamond. “SafeAuto is looking forward to seeing one of these talented performers in an upcoming commercial campaign.”

To further spice up the competition, SafeAuto is also giving away prizes for voters throughout the competition. The company will be giving away an iPad on its [Facebook page](#) during voting for the "Do the Jingle" contest from January 2 through February 29, 2012. Those interested in voting for their favorite rendition of the SafeAuto jingle or who wish to support an entrant can visit the Do the Jingle website to vote.

Additional details, as well as a complete listing of prizes for the Do the Jingle contest, are available here: <http://dothejingle.safeauto.com/AboutTheContest.aspx>

About SafeAuto

SafeAuto Insurance Company is a Property and Casualty Insurance Company based in Columbus, OH. Today, the company provides the state required minimum [car insurance](#) coverage to drivers in 16 states including Ohio, Indiana, Kentucky, Georgia, Pennsylvania, South Carolina, Tennessee, Louisiana, Mississippi, Illinois, Missouri, Arizona, Oklahoma, Texas, Virginia, and Kansas. A direct-to-consumer auto insurance company, the mission of SafeAuto Insurance is to “keep you legal for less” – helping motorists obtain high quality yet



inexpensive coverage. For more information and for [car insurance quotes](#), visit <http://www.safeauto.com>.

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