

# Confused.com becomes first ever brand to use YouTube Slam and gives away £500

Submitted by: pr-sending-enterprises

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Confused.com has become the first ever brand to use YouTube Slam in its latest social media competition. The YouTube Slam competition is the final showdown of Confused.com's latest social media campaign, the '5 second challenge', where the British public were asked to showcase what they could do in 5 seconds to be in with the chance of winning £500.

YouTube Slam is one the most recent innovations from Google which allows users to create a video duel which the public can vote on.

Confused.com's YouTube Slam will take place from midday on Wednesday 6 June till Friday 15 June 12pm. During this time, the public will get the chance to vote for the ultimate winner of Confused.com's 5 second challenge. The entrant with the most votes in the Slam will receive £500 in prize money for themselves or a charity of their choice. Entries received include a woman removing her bra and a unique piece of art created in just 5 seconds and can be viewed at <http://bit.ly/5secondchallenge> when the Slam begins on midday Wednesday 6 June 2012.

This latest social media campaign forms part of Confused.com's ongoing marketing strategy for QuickQuote (<http://www.confused.com/quickquote>). The campaign demonstrates the concept of time and what can be achieved in 5 seconds, a creative twist on the fact that the new groundbreaking Confused.com QuickQuote text message service allows customers to get a car insurance quote in seconds.

The progress of the '5 second challenge' can be followed on the leader board on the Confused.com YouTube Slam page and the public can help decide who wins the competition by voting for their favourites. The winner of the slam will take £500 prize money.

Sharon Flaherty, head of content at Confused.com, commented: "It is now almost second nature for people to comment, like, share and vote in social media platforms. The popularity of programmes such as Britain's Got Talent and The Voice also clearly shows that the public want to be able to affect the outcome of competitions, highlighting that interactivity is key to ensuring successful conversations with customers.

"As such, we have incorporated this into our social media strategy and are encouraging people to vote for their favourite video in our 5 second challenge on YouTube Slam. To see the video of their choice be crowned the winner of our YouTube Slam, viewers simply need to vote for their favourites and make someone a winner."

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About Confused.com:

Confused.com was the UK's first price comparison site for car insurance (<http://www.confused.com/>). Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it

generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include home insurance (<http://www.confused.com/home-insurance>), travel insurance, pet insurance, van insurance, motorbike insurance, breakdown cover and energy, as well as financial services products including credit cards, loans, mortgages and life insurance (<http://www.confused.com/life-insurance>).

Confused.com is not a supplier, insurance company or broker. It provides an objective and unbiased comparison service. By using cutting-edge technology, it has developed a series of intelligent web-based solutions that evaluate a number of risk factors to help customers with their decision-making, subsequently finding them great deals on a wide-range of insurance products, financial services, utilities and more. Confused.com's service is based on the most up-to-date information provided by UK suppliers and industry regulators. Confused.com is owned by the Admiral Group plc. Admiral listed on the London Stock Exchange in September 2004. Confused.com is regulated by the FSA.

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