



Allstate Revisits 'Good Hands' Roots in SOLdesignfx Spots

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To prep us for our own game day (February 3!), SOLdesignfx for Allstate sent us a parable about an undervalued kicker who wins the game. Oh, and you also get to see the Allstate guy with the soothing voice. We haven't seen him since Allstate got all badass.

Sadly, he isn't featured in the other two ads -- "Statue," where two wankers hold their breath for a bronzed Bobby Bowden, and "Diner."

It's the traditional insurance ad premise: the unexpected *can* happen. Swaddle your peace of mind in the loving arms of Allstate.