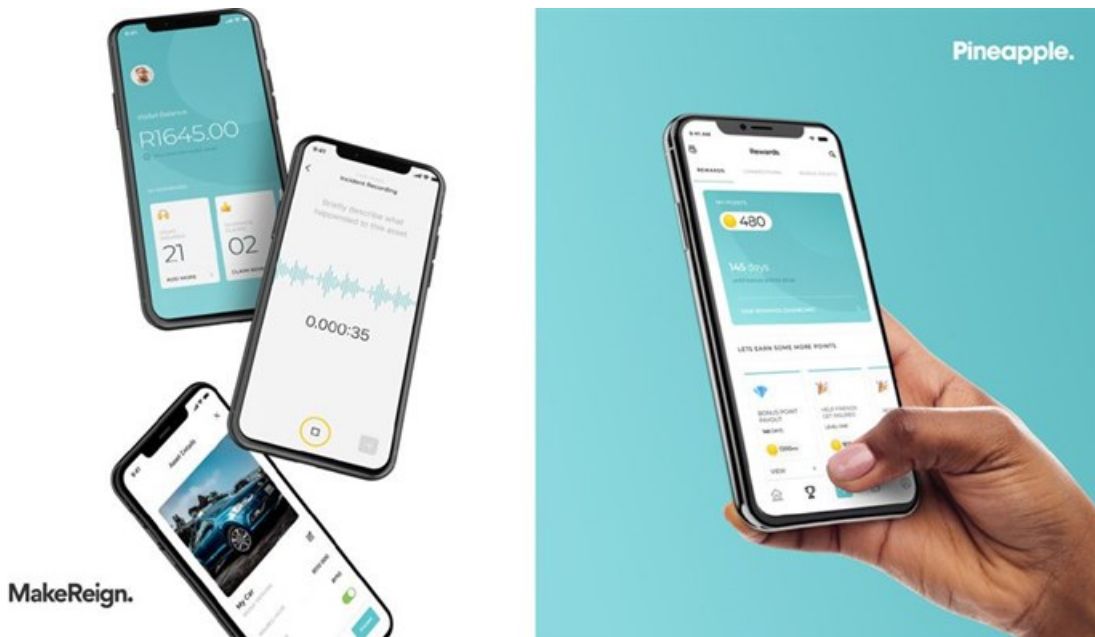


# MakeReign wins their first gold Loerie Award for technical innovation

Issued by [MakeReign](#)

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MakeReign was recognised with its first gold at this year's Loerie Awards, whilst picking up a total of four awards overall. Winning in the categories of Technical Innovation, Design for Digital and Websites & Microsites. Overall its work received 13 finalists at Africa and the Middle East's most prestigious awards.



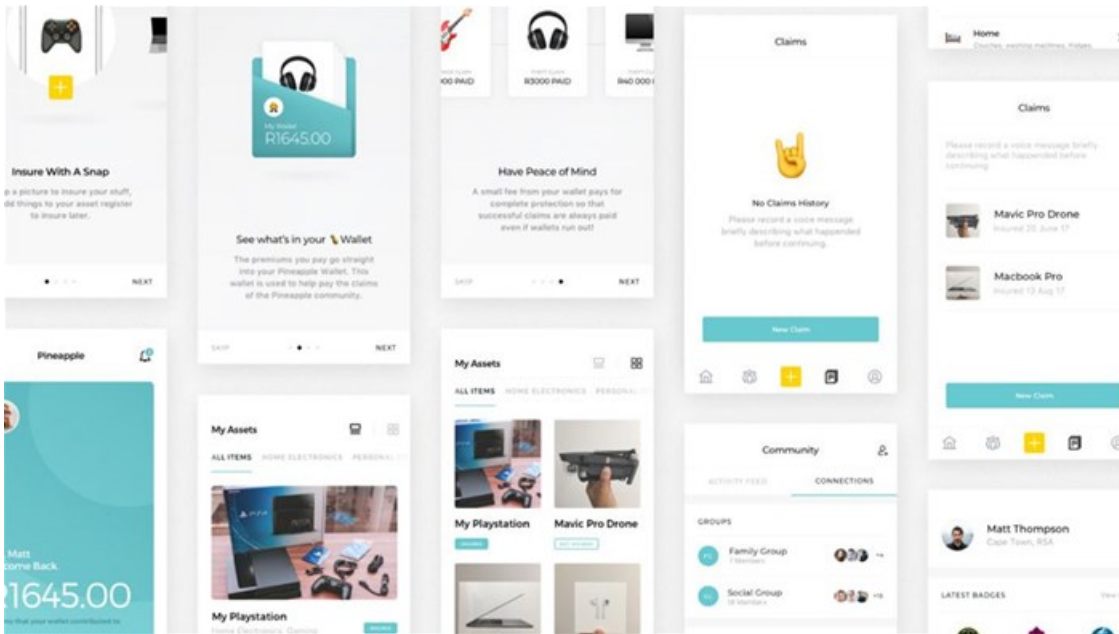
This follows a year of great recognition for MakeReign and their clients, including [two golds at the Bookmark Awards](#), where they placed in the Top 6 agencies overall, alongside other recognition at the global [Webbys](#), [the FWA Awards](#), the CSS Design awards and the [Awwwards](#) - which recognise the creative products of the best digital design agencies in the world.

The gold was for the design of Pineapple's AI and machine learning-based mobile application. Pineapple is a registered financial service provider and Insurtech that aims to reinvent the way insurance is done. With a decentralised peer-to-peer model that aims to reintroduce affinity back into insurance for their young, digital-savvy audience.

The application includes features that help consumers insure items in under 60 seconds. And to submit claims in under five minutes, with no lengthy phone calls or paperwork.

Nichole Shub, Head of Marketing at Pineapple, comments: "We're thrilled to have our application and partnership with MakeReign awarded so highly at the Loeries. As a relatively new entrant into the South African insurance industry, we've aimed to set the bar high in terms of ease of consumer access to our services, and this award underlines what we've been able to achieve with the use of modern technology and design."

Matt Thompson, ECD of MakeReign, adds: "Thank you to the Loeries judges for this honour. Our team really tried hard to deliver a world-class product and it's been exciting to not only see the positive reaction from Pineapple consumers, but also what our peers believe we've achieved too."



The Loeries has been rewarding creativity for over 40 years. It is Africa and the Middle East's largest award show, which recognises creative excellence in the advertising, design and brand communication industries.

*MakeReign helps connect brands with consumers through digital interfaces. Combining research, data, user-centered design and testing with real customers, they create interfaces and experiences that reach millions – transforming businesses and delivering growth for their clients.*

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