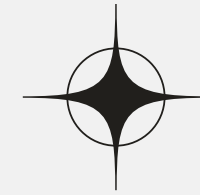


PINNAPPLE INSURANCE SOCIAL MEDIA WORK



2022



# SOCIAL MEDIA



PORTFOLIO



# PROJECT OVERVIEW

i was tasked with the role of social media manager on an interim basis at Pinnapple Insurance ,the role spanned for 2 months and my role was simply to deliver engaging content,write copy and monitor social media community management.

# TESTIMONIAL

I AM PLEASED TO EXPRESS MY APPRECIATION FOR THABANG MAKHELE'S EXCEPTIONAL WORK AS AN INTERIM SOCIAL MEDIA MANAGER AT PINNAPPLE. DURING HIS TIME IN THIS ROLE, THABANG DEMONSTRATED OUTSTANDING CREATIVITY, DEDICATION, AND STRATEGIC THINKING THAT SIGNIFICANTLY ENHANCED OUR ONLINE PRESENCE.

HIS ABILITY TO CRAFT ENGAGING CONTENT, MANAGE INTERACTIONS WITH OUR AUDIENCE, AND IMPLEMENT INNOVATIVE SOCIAL MEDIA STRATEGIES PLAYED A VITAL ROLE IN STRENGTHENING OUR BRAND. THABANG'S PROFESSIONALISM, ATTENTION TO DETAIL, AND PROACTIVE APPROACH ENSURED THAT OUR SOCIAL MEDIA PLATFORMS REMAINED DYNAMIC AND IMPACTFUL.

WE WERE HIGHLY SATISFIED WITH THE RESULTS HE DELIVERED, AS HIS EFFORTS LED TO INCREASED ENGAGEMENT, A STRONGER COMMUNITY, AND IMPROVED BRAND VISIBILITY. THABANG'S WORK ETHIC AND PASSION FOR DIGITAL MARKETING TRULY SET HIM APART, AND WE HAVE NO DOUBT THAT HE WILL CONTINUE TO EXCEL IN ANY ROLE HE TAKES ON.

WE HIGHLY RECOMMEND THABANG MAKHELE FOR ANY FUTURE SOCIAL MEDIA MANAGEMENT OPPORTUNITIES. HIS CONTRIBUTIONS TO PINNAPPLE WERE INVALUABLE, AND WE ARE GRATEFUL FOR THE POSITIVE IMPACT HE MADE DURING HIS TENURE.

— FALCON WET

SOCIAL MEDIA SPECIALIST

CONTACT:067 134 4497



**CAPTION COPY**

# CAPTION COPY 1

Goal: salessy + fun

If you were a Transformer, you'd be 'Optimus Fine.' (this is our premium flirting with your budget). 😍

I think something is happening here, Is it chemistry we're sensing? (butterflies 🦋 )

-Don't you let this end here.

-A quote in under 90 seconds?

See link in the bio: ( link)

Insure your

## VW Polo

From R487.90



100% pure insurance  
0% other stuff

Pineapple (FSP 48650), is underwritten by Old Mutual Insure a Licensed FSP and Non-Life Insurer. T&C's apply



# CAPTION COPY 2

Goal: Reinforcing Unique selling point +  
Audience scenario involvement

We're back like a boomerang 🏹 ( landing at the  
position where you're ducking )  
Bang! That's a headshot(ouch). 😎  
Want to know what makes us unique?  
Just a few of our ~~cherries~~ pineapples on top : (link)

What's left to say  
about insurance:

100% honest insurance  
0% other stuff



Pineapple (FSP 48650), is underwritten by Old Mutual Insure a Licensed FSP and Non-Life Insurer. T&C's apply

# CAPTION COPY 3

Goal: humour + promoting communication funnels

At least we're not bothering you with a sales call on your launch break (telling the salesperson to call back after 6 months).

Salesperson: you tell me there's a chance? 🙄

-Don't need a call? We have it all (chat💬, App 📱 & a call📞). ✅

We're 100% digital: check out our premiums, link in bio.

**Another insurance  
ad to ruin your day.**

Sorry.

Pineapple (FSP 48650), is underwritten by Old Mutual Insure a Licensed FSP and Non-Life Insurer. T&C's apply

**100% pure insurance  
0% other stuff**





# CAPTION COPY 4


Goal: Unique selling point + plus engagement

Do you cover 300km per month?

Love is all you need, but a dash of affordable car insurance can't hurt. ❤️

Pineapple Fact: If you Drive 300km less in a month you enjoy a 30% discount with our Drive Less, Get Blessed benefit. 🙄👉


Insure your  
**Ford Fiesta**



from R335 p/m

100% pure insurance  
0% other stuff

Pineapple (FSP 48650), is underwritten by Old Mutual Insure a Licensed FSP and Non-Life Insurer. T&C's apply





# COMMUNITY MANAGEMENT

# COMMUNITY MANAGEMENT

1. I hope Pineapple Insurance burns to the ground.They rejected my claim.STAY FAR AWAY FROM THEM!

1. Hi there👋, we are sorry to hear that, please slide on our DM and send us your policy details so that we can take a look at this for you.

2. Another insurance company-exactly what we need!MXM,they'reallcrooks!

2. We thought so too🙄,at Pineapple we have a social-first incentive system that aims to make insurance more honest and transparent. Care to read about it : <https://bitly.cx/354vA>

# COMMUNITY MANAGEMENT

3. @Pineapple\_SA, this is the worst service I have ever received in my life! Submitted a claim a week ago and I haven't heard a word from you!

Hi 🙋, we are sorry to hear that, please send us an email with your details at [Complaints@pineapple.co.za](mailto:Complaints@pineapple.co.za), and our friendly consultant will directly assist you with a solution as soon as possible.

4. Why are your car insurance prices cheap? This looks like a scam!

5. Hi 🙋, At Pineapple, insurance prices are exactly just that, a cheap insurance policy might mean sacrificing certain benefits, so we advise you to consider your needs and the services you want from us.

# COMMUNITY MANAGEMENT

5. No one actually needs car insurance! Take your money and spend it some where else!

5. We completely understand your concern 🙌. Did you know that 1/3 of all cars on the road are insured? Our concern lies with you and your family's safety and not your car. 🤔

# THE CAMPAIGN THEME

IMAGINE  
PINEAPPLE  
CAMPAIGN



I named this campaign 'imagine pineapple' because I wanted to make the campaign a multi-channel, personal and thought provoking one. The goal of course was to stick to a saucy and quirky tone that best resonated with Pineapple and at the same time in doing so, staying below the normal principles of subtle brand awareness while low-key showing off Pineapple's unique selling points. I use the word "imagine" a lot to stimulate thought processes that create a need for Pineapple's service. Not to mention that I had to add in some content holiday promotions in order to stick to the goal of the campaign theme.

I enjoyed creating the campaign because I was using my key strength's in the campaign, the brand itself gave me more creative freedom that allowed me to express myself while at the same time trying stick to a professional landscape:

- Humour
- Copywriting
- Social media campaigning
- Self depreciating tone
- The subtle salesperson
- Creative assets
- Attention to detail

The worst that could happen to you , is probably one of the most thought provoking things you'd probably want to avoid. I used this to my advantage to create engaging content. The end goal ? Putting Pineapple at the back of each follower's/potential reader's mind.

The Imagine Pineapple theme is saucy yet I'm just trying to be subtle but at the end "promote" in the most subtle , thought tricking way possible.



# FACEBOOK

**Goal:** Create an insurance quote promotion for a rather short attention span audience. mainly the goal was to be as short as possible through humour while also leveraging on the emphasise of Pineapples unique selling point.

**Value:** having a caption that promotes a CTA for website traffic for Pineapple and engaging content for the right reader. although engagement is slow on facebook , value somewhere and somehow is created to the right person.

# INSTAGRAM

**Goal:** I was focusing on the visual aspects of the site. While leveraging hashtags(organic potential followers) and existing followers. I wanted to be short and catchy, saucy but at the same time informative. Considering the short attention span in mind.

**Value:** Promoting Pineapple quotes in under 90 seconds as a unique selling proposition.

**NB:** the clown is a double-edged sword, in one way the clown could be the person reading the post at the same time Pineapple is the witty clown Brand using it against the reader. ( I'm limited in terms of your brand guidelines) so I was trying to not do too much beyond the measurable reason.

# X

**Goal:** leverage engagement as much as possible, by creating a thread that is engaging informative, and at the same thought-provoking. Because X has a lot to offer between conversations, I created a post with a question.

**Value:** promoting a unique selling point, leveraging the “Drive less, get Blessed benefit” but also engaging the follower with a thought-provoking question that leads to understanding Pineapple's unique selling point.

DEEP **DIVING** INTO **THE**  
SOCIALS

# LINKEDIN

**Goal:** Create an insurance quote promotion for a rather well-informed audience. I feel these individuals don't mind storytelling (so I used a multi-image post (3) strategy with thought imagining visuals and copy. A large portion is young individuals who are new car owners, have the leverage to acquire insurance, and more. I also adopted an almost educative but saucy tone.

**Value:** having a caption that promotes a CTA for website traffic for Pineapple and engaging content for the right reader.

**NB:** I used the VW Polo Vivo because I best felt it was Pineapple's most insured car. That can also resonate with a majority of a new buyer we'd probably be missing out on.

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## DEEP DIVING INTO THE SOCIALS

# FACEBOOK

## Imagine...

**We cover more assets  
than Playboy.**

**Get a car insurance quote in 90 sec  
with Pineapple.**



**Pineapple.co.za**

Pineapple (FSP 48650) is underwritten by Old mutual Alternative Risk Transfer InsureLimited. A licensed of Non-Life insurer and authorised FSP. T&Cs apply.



You get a premium quote! We get you an insurance quote! everyone gets an insurance quote! 😎

Just bought a car? Need to cover some more valuable stuff? 📱 🚗 🎧 🚲

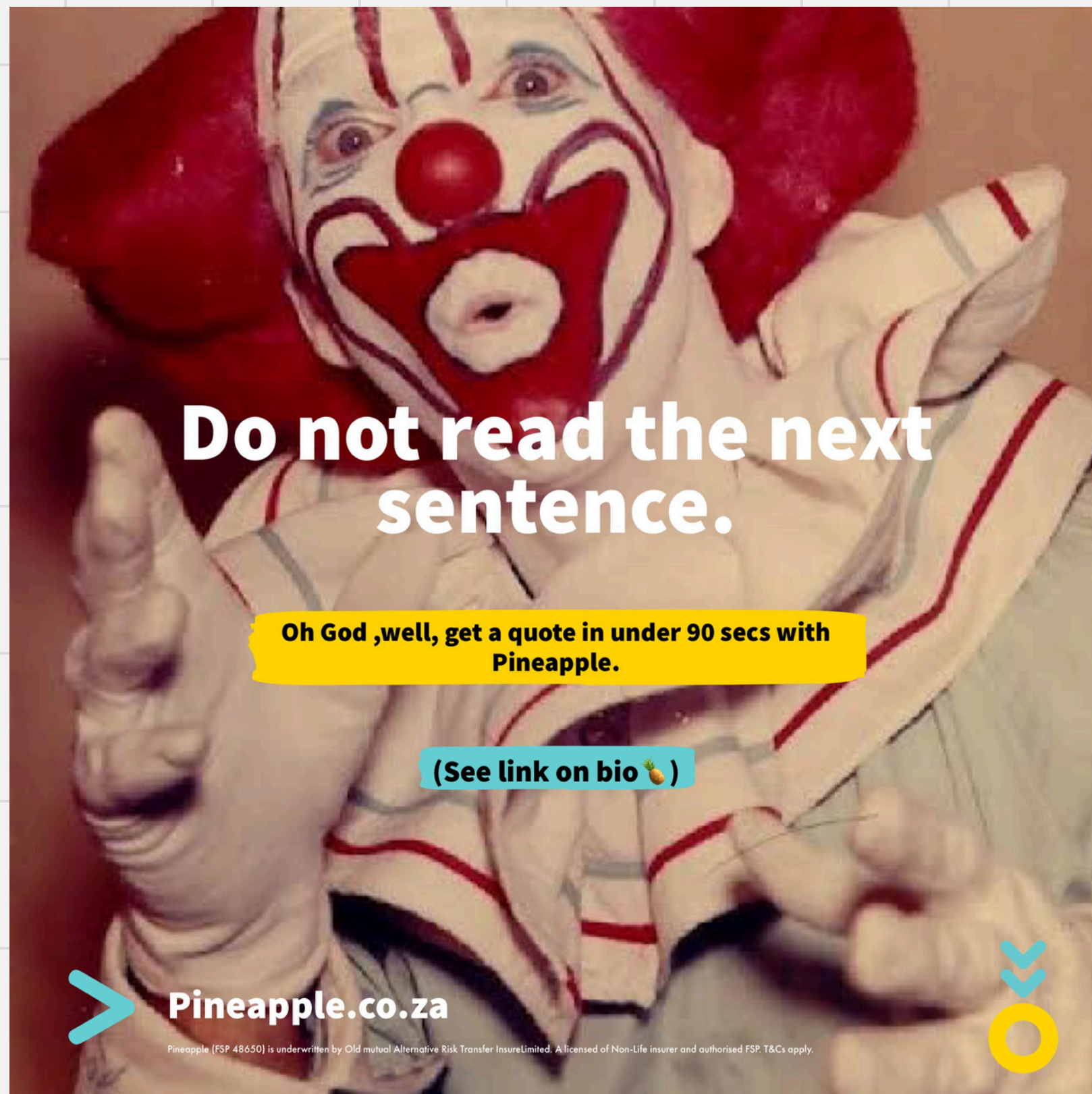
For only R589/pm (that's 19-ish a day) , our comprehensive cover gives you peace of mind this festive season.

See our link in bio:

**#Insurancequote #PineappleSA#Savings#Holidays#Insurance#Insurance  
benefits**



# INSTAGRAM



I don't know if we're the clown or you are but we told you to stop. 🙄

Now that you're already reading our caption.

We give you a 30% discount for driving less than 300 km with our insurance. 😎

Don't believe me?

See the link in the bio for more details


**#Insurance#affordableinsurance#Discountedinaurance#PineappleSA#insurancedeals**

# LINKEDIN

Don't imagine  
your uninsured  
car missing in the  
parking lot while  
you look for it in  
the trash can.  
**If you read it you  
imagine it .**

**Avoid the worst this  
festive...**



 **Pineapple.co.za**


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et your vehicle fall into the  
right premium.

**But yet again...**



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**IF IT'S LOST**  
**IT CAN BE FOUND REPLACED.**  
**GET A CAR INSURANCE QUOTE**  
**IN 90 SECS WITH**  
**PINEAPPLE.** 


 **Pineapple.co.za**

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# LINKEDIN CAPTION

We have deals so incredible even our competitors want to share them. 

Avoid the worst that could happen this holiday with an insurance quote in under 90 seconds. 

Click link in bio.

#Insurance#savings#insurancequotes



# X

How many kilometers do  
you drive in a month?



**Pineapple.co.za**

Pineapple (FSP 48650) is underwritten by Old mutual Alternative Risk Transfer InsureLimited. A licensed of Non-Life insurer and authorised FSP. T&Cs apply.



We bless you for driving under  
**300km** with a **30%** discount, courtesy  
of the Drive less , get Blessed  
benefit.



**Pineapple.co.za**

Pineapple (FSP 48650) is underwritten by Old mutual Alternative Risk Transfer InsureLimited. A licensed of Non-Life insurer and authorised FSP. T&Cs apply.



**Imagine that...**

A car insurance quote in under **90 secs**, plus  
we make your life **30%** less boring. 🍍



**Pineapple.co.za**

Pineapple (FSP 48650) is underwritten by Old mutual Alternative Risk Transfer InsureLimited. A licensed of Non-Life insurer and authorised FSP. T&Cs apply.



Pineapple offers a variety of insurance benefits,  
one of which you get a 30% discount for  
driving less on your premiums. 🏆

See the link in the bio

**#PineappleSA #insurance**

**THANK YOU**