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BRAND HIGHLIGHTS BUSINESS NEWS PRESS RELEASE

# Sun Life Malaysia's Inaugural Success at Putra Aria Brand Awards 2023



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## Sun Life Malaysia's Maiden Achievement at Prestigious Awards

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The esteemed Sun Life Malaysia, known for its takaful and life insurance offerings, has achieved a remarkable milestone at the 2023 Putra Aria Brand Awards, where it was bestowed the Bronze prize in the 'Banking, Investment and Insurance' category. They are celebrating a significant milestone in their journey as this remarkable acknowledgment coincides with their 10th anniversary.

### Insights from the Top Brass

**Raymond Lew**, the CEO and President/Country Head of Sun Life Malaysia, shared his thoughts on this notable achievement. **"Winning this accolade is especially significant for us, with this being our first Putra Awards and marking the culmination of our 10th anniversary celebration in 2023. It goes beyond an industry acknowledgement as it underscores Sun Life Malaysia's positioning as a trusted insurance and takaful provider. This win serves as an inspiration for us to continue to maintain a steadfast focus on creating richer experiences and fostering deeper connections with our valued Clients,"** he remarked.

## **Year of Strategic Branding and Client Empowerment**

The year 2023 was pivotal for Sun Life Malaysia in terms of brand enhancement. The company launched several initiatives, ranging from educational programs and thought-leadership to engaging brand advertisements, collaborative events, product incentives, and roadshows. These efforts were all steered towards empowering individuals for a financially secure future.

## **Consumer Preference at the Heart of Putra Aria Brand Awards**

Organized by the Association of Accredited Advertising Agents Malaysia (4As), the Putra Aria Brand Awards, also known as 'The People's Choice Awards,' are a reflection of consumer preferences. The awards, determined by an extensive eight-week online survey involving over 11,000 participants across 62 media channels, celebrate excellence in brand building in 24 categories.

## **Endorsements and Industry Support**

The Awards, receiving the endorsement of Matrade as the Brand Champion Partner, were supported by key industry bodies including the Malaysian Advertisers Association, Media Specialists Association, and Malaysian Digital Association, underscoring their importance in the marketing landscape.

## **Spotlight on Sun Life Malaysia**

Sun Life Malaysia, a collaboration between Sun Life Assurance Company of Canada and Khazanah Nasional Berhad, stands as a prominent life insurance and Family Takaful provider. The company offers an extensive range of products and services, distributed through various channels such as bancassurance, agency force, direct marketing, and e-distribution. As a part of Sun Life Financial Inc., a global financial services organization, Sun Life Malaysia is dedicated to aiding clients in achieving financial security and healthier lives.

For further information about Sun Life Malaysia and their endeavors, visit [www.sunlifemalaysia.com](http://www.sunlifemalaysia.com). Connect with them on Facebook, Instagram, and YouTube.

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