

Marketing Interactive
7 February 2025



Sun Life MY names local personality Alif Satar as brand ambassador

Published
07 February 2025

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Life insurance and family Takaful provider Sun Life Malaysia has appointed local personality Alif Satar as its 2025 brand ambassador. As an entertainment industry veteran with over 15 years of experience, Satar has garnered a large fanbase with over four million followers across his social media platform.

According to his LinkedIn, Satar is the chief executive officer (CEO) of ASET Records, a company that aims to build and push for positive influence in the entertainment industry. He is also the co-founder of Buranku - ブランク, a clothing apparel line that aims to reimagine essential wear.

The partnership aims to amplify Sun Life's mission to empower Malaysians with essential financial and Takaful knowledge, with a focus on legacy planning and family financial stability. Takaful is a form of insurance system designed to comply with a set of Islamic religious laws.

Beyond being the face of the brand, Alif will actively participate in initiatives to increase Takaful literacy among Malaysians, such as the "Takaful 101" video series, a digital content series that equips Malaysians with the knowledge needed to build and protect their financial legacies through Takaful.

The collaboration is an expansion of Sun Life Malaysia's "InsureLit" campaign, which was launched in 2024 with an aim to educate Malaysians through innovative resources such as financial literacy roadshows, engaging workshops, a dedicated women financial empowerment award, series of educational articles and videos and interactive board games.

"Satar reflects the values that define Sun Life Malaysia, the commitment to building resilient family, entrepreneurship, and financial responsibility," said Raymond Lew, president and country head of Sun Life Malaysia.

He added, "With his influence and genuine connection to Malaysians, we are confident that Satar will inspire people nationwide to take ownership of their financial journeys and build meaningful legacies."

The campaign was also created based on the "Insure or unsure: Sun Life insurance literacy survey" conducted in 2024, which showed only 28% out of 1,107 Malaysians surveyed are confident in their knowledge of insurance and takaful products, while almost one-third (32%) have no insurance protection.

Reflecting on the findings, Lew said, "With Satar onboard, we're confident we can deepen our reach and inspire Malaysians of all ages to embrace financial responsibility. Building on this momentum, the InsureLit campaign is set to create an even greater impact in 2025."