



MIA By Editorial Team on 10th June 2019

After a month of fasting during Ramadan, the Hari Raya celebrations represent a time for joy, reflection, and forgiveness with families coming together to share in the festivities of the many traditions handed down from one generation to the next. One such poignant tradition that has remained a hallmark of Hari Raya is the humble, yet iconic ketupat. Beyond being a much loved Hari Raya dish, the ketupat is also a prominent mainstay widely featured in festive collaterals and decorations every year.

Recognising the symbolic significance of the ketupat, Sun Life Malaysia shone a new light on this Hari Raya favourite by showcasing the ketupat from a new, brighter perspective with the objective of strengthening brand equity during this festive season. This embodies Sun Life Malaysia's own approach which emphasises creativity and innovation while retaining a strong focus on family and togetherness.



The Hari Raya-themed “Ketupat Lejen” video was inspired by a simple question, namely; “how many ways can one fold a ketupat?”. The answer was simply “many”, which most people would find surprising, mirroring the myriad of approaches and products that Sun Life Malaysia has undertaken in its efforts to empower Malaysians to achieve lifetime financial security and live healthier lives.

Continuing its roots to educate and entertain viewers with meaningful and engaging content, Sun Life Malaysia, in collaboration with M&C Saatchi Malaysia, took a unique spin to the storytelling of this Raya video. Emphasis was placed on incorporating Malaysia’s strong cultural heritage through the ketupat whilst referencing the potential for the future in the unique and surprising ways the ketupat can be folded.

The video, which went live on 16 May 2019, tells the charming story of how one quirky Nenek attempts to get her grandchildren more involved in the festive preparations, starting with the weaving of ketupat. Little do they know that Nenek is in fact, a ketupat weaving champion, which then follows celebration of the ketupat weaving tradition with many surprises thrown in.



In a strategic move to drive viewership and engagement, “Ketupat Lejen” is supported by a series of digital and social initiatives such as the #CariCariKetupatLejen contest that tasks Facebook users to count the number of ketupat featured in some Sun Life Malaysia postings and also unique GIFs which can be found on Instagram Stories, Facebook, and WhatsApp. Users will be able to share these GIFs as festive greetings to family and friends throughout Hari Raya.

Sun Life Malaysia added, “The “Ketupat Lejen” video exemplifies how an original, yet simple story incorporating a traditional dish can be honest, unpretentious and still be entertaining and educational for the masses. The message is reminding Malaysians to not lose touch with tradition, which in this case highlights the ketupat as a symbol of our ties, sharing, and forgiveness. Celebrations are more meaningful and brighter when the family comes together to share in the traditions and foster closer ties.”

This combination of edutainment has proven successful with the “Ketupat Lejen” video landing a spot in the popular Malaysian “socialtainment” site OHBULAN!’s [19 Iklan Raya Paling Rare & Best!](#). To view “Ketupat Lejen”, visit Sun Life Malaysia’s Facebook [page](#).