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Sun Life Malaysia cheers on Malaysians with festive Raya song

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Insurance provider Sun Life Malaysia launched its Hari Raya campaign comprising a festive song and a music video, themed “*Lagu Raya Buatan Malaysia*”. Through the campaign, Sun Life hopes to add on the festive cheer as celebrations for Hari Raya resume normalcy in Malaysia.

In anticipation of this campaign, Sun Life gathered insights from Malaysians through a contest in March, where the brand asked the public what makes their Raya meaningful. Some of the most popular answers were *balik kampung*, donning new *baju Raya*, spending time with *Saudara-mara* and feasting on *kuih Raya*.



Sun Life then turned the contestants' answers and comments into lyrics for its Raya song. According to the brand, this was a delightful surprise for those who were selected. Additionally, the brand enlisted Malaysian singer-actress, Nabila Razali, to sing the song for the video. The video runs on Facebook, YouTube, Instagram, and Sun Life's corporate page.

Raymond Lew, CEO, president and country head of Sun Life Malaysia, said with the lifting of restrictions and borders re-opening, this coming Raya season is set to be abuzz with positive vibes and anticipation. "Just like our brand tagline, Life's Brighter Under the Sun, we champion making life brighter and healthier. Music is the best mood-booster and we hope to make this 2022 Raya brighter and happier through this feel-good groovy Raya song. At the same time, we want to remind our clients and all Malaysians of the goodness of spending quality time with loved ones," he added.

Singer Razali added that aside from Raya food, a Raya song captures the spirit of the holiday best. "I am honoured to be teaming up with Sun Life Malaysia to bring on the festive cheer and happiness. It is my hope that *Lagu Raya Buatan Malaysia* will become an evergreen Raya tune that will be at the top of people's mind every Raya season."