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## Sun Life Malaysia spotlights the ketupat to showcase tradition this Raya



Sun Life Malaysia has launched its Raya film “*Ketupat Lejen*”, which features a grandmother showing her grandchildren multiple ways of folding a *ketupat*.

The film, 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 did 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.

Done in collaboration with M&C Saatchi Malaysia, the film was inspired by a simple question of “How many ways can one fold a *ketupat*?”. The answer is many, which mirrors the numerous approaches and products that Sun Life Malaysia has undertaken in its efforts to empower Malaysians to achieve lifetime financial security and live healthier lives.

In addition, to drive viewership and engagement of *Ketupat Lejen*, a series of digital and social initiatives will be launched to support the film. This includes 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 made the *ketupat* its central idea as it is iconic and widely featured in festive decorations every year. The emphasis of the film was on incorporating Malaysia's strong cultural heritage through the *ketupat*, while referencing the potential for the future in the unique and surprising ways the *ketupat* can be folded.

Through this film, Sun Life Malaysia showcased 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 film has since landed a spot in Malaysian "socialtainment" site *OHBULAN!*'s *19 Iklan Raya Paling Rare & Best!*. It has also garnered over 1.7m views and 9,469 shares on Facebook since its release about two weeks ago.

"Ketupat Lejen exemplifies how an original, yet simple story incorporating a traditional dish can be honest, unpretentious and still entertaining and educational to the masses," said Sun Life Malaysia. It also hopes the video will remind Malaysians not to lose touch with tradition, which in this case highlights the *ketupat* as a symbol of consumers' ties, sharing, and forgiveness.

"Celebrations are more meaningful and brighter when the family comes together to share in the traditions and foster closer ties," the company added.