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Author
Claudia Khaw

Sun Life Malaysia Takaful has launched "*Satu kebaikan, seribu makna*" ('One kindness, a thousand meanings'), an integrated campaign featuring brand ambassador Alif Satar that aims to bring takaful's values of mutual support and community care to life through everyday stories.

Central to the campaign is a five-minute film that highlights five takaful principles that mirror familiar Malaysian life stages: *ta'awun* ('mutual support'), *amanah* ('trust and responsibility of caring for loved ones'), *ikhtiar* ('proactively planning ahead'), *hibah* ('leaving a meaningful legacy'), and *wakaf* ('extending care and goodness to the community').

The film presents takaful as part of life's natural journey, from making responsible financial decisions when starting a family to protecting dependents and leaving a legacy that supports both loved ones and the community.

Azam Yusof, CEO of Sun Life Malaysia Takaful, said the relevance of takaful must be understood in the context of real financial decisions.

"Takaful is fundamentally about people helping people, but its relevance must also be understood in the context of real financial decisions," he said. "Through Satu Kebaikan, Seribu Makna, we are translating its principles into stories that show how planning ahead can help Malaysians navigate different stages of life with greater confidence."

The brand's goal, he added, is for Malaysians to "*Ingat takaful, ingat Sun Life*" ("Remember takaful, remember Sun Life").

Commenting on his experience working on this campaign, actor and singer Alif Satar said, "As Malaysians, we have always had a strong spirit of looking out for one another. We see it in our families, our neighbourhoods and our communities. That is why I connected with this campaign."

He added, "It shows that takaful isn't just about financial preparedness, it's about care, responsibility and helping each other through life's journey. If this campaign can inspire even a few people to start planning for their future and protecting their loved ones, then that's already a meaningful impact."

The campaign runs across episodic digital content, social media, television, and cinema advertising.

To further engage the public, viewers can join a public contest until 31 October by watching the video, identifying the five takaful principles featured and answering a question about the campaign. Three winners will each receive RM500 in Touch 'n Go eWallet credit.

The campaign is part of Sun Life Malaysia Takaful's broader "Protection with purpose" initiative, which aims to deepen public understanding of takaful by connecting financial wellness with real-life experiences. Alif Satar, who stars in the video, had become Sun Life Malaysia's brand ambassador in February 2025 and has been a part of many of its campaigns, including a programme in march that promoted the insurer's "**Baju Raya lama baharu 2.0**" initiative.