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Ramadan-Raya roundup: Brands' films portray a different festive celebration

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Sun Life Malaysia

Insurance company Sun Life Malaysia unveiled an animated Raya video titled "Gemerlapan Sinar Aidilfitri" (which translates to "glittering rays of Aidilfitri"). Done in collaboration with M&C Saatchi Malaysia, the video aims to feature Hari Raya traditions and celebrations while driving home a message of hope and togetherness. This is despite Malaysians having to spend what is probably the first Hari Raya away from their extended families.



The video is supported by a holistic digital campaign featuring its brand ambassador and movie star, Hairul Azreen, along with micro-influencers in a "#OOTDSLM" contest that tasks Instagram users to dress up in their Raya outfits and share their most creative reasons for a chance to win prizes. At the same time, Sun Life Malaysia also launched mini-videos by Hairul that shared the history of those Raya traditions and also a *pelita* (lamp) making tutorial to equip Malaysians with techniques of making their very own *pelita* using items that are readily available at home.