

Marketing Campaign of the Year



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**Amy Lo, Chief Client Officer,
Sun Life Hong Kong Limited**

With roots stretching back over 130 years in Hong Kong, Sun Life has not just weathered the test of time—it has mastered the art of evolution. This year, the company’s brilliance in marketing strategy earned them the prestigious Marketing Campaign of the Year Award, a testament to their ability to captivate and connect with clients in an ever-changing world.

At the heart of Sun Life’s triumph lies a symphony of marketing elements, each playing its part in perfect harmony. From the crescendo of branding campaigns to the steady rhythm of public relations, from the melody of client-centric product advertising to the upbeat tempo of strategic events and sponsorships, all orchestrated with a digital lead generation finale.

The campaign’s overture was nothing short of spectacular. Picture this: the largest drone show ever witnessed over Hong Kong’s iconic Victoria Harbour. As 1,500 drones painted the night sky with mesmerizing patterns, they not only captured the city’s imagination but also set social media ablaze with excitement.

But this was just the beginning. Like a skilled conductor, Sun Life maintained the campaign’s momentum across a diverse array of media channels. A thematic TV commercial, a press launch event, and advertisements spanning terrestrial and digital TV, cinema, taxis, out-of-home displays, and digital platforms all echoed the powerful refrain. Sun Life didn’t just enhance its reputation—it crafted a compelling brand story that resonated deeply with its audience, standing out in a fiercely competitive market.

Yet, Sun Life’s engagement strategy ventured beyond the realms of traditional advertising. The company embraced the spirit of fun and wellness through strategic events and sponsorships. The “Sun Life Fun Run Presents: Pokémon Run Hong Kong 2024” wasn’t just a run; it was a citywide celebration that brought families together, encouraging healthier lifestyles while infusing the streets with joy and excitement.

Cultural heritage wasn’t forgotten either. The “Sun Life Stanley International Dragon Boat Championship,” in its 16th year, beautifully blended tradition with modernity. The #PaddleTogether Parade Truck brought the dragon boat experience to the streets, while an online “Drum and Fun” interactive game added a digital twist to the ancient sport.

Complementing these broader initiatives were product-specific campaigns that showcased Sun Life’s innovation. The “SunJoy Global” and “SunWell Series” offerings were presented not just as products, but as solutions that addressed real client needs, garnering organic coverage and generating significant PR buzz.

Amy Lo, Chief Client Officer, encapsulated the essence of Sun Life’s approach: “Our marketing campaigns are more than just advertisements—they’re stories that resonate with our clients’ lives. By weaving narratives that are both meaningful and relatable across various media, we’re not just building brand awareness; we’re fostering trust and cultivating lasting relationships.”