

Sun Life Financial recognized for creativity and innovation in the 2009 / 2010 I.F.C.A. awards

The Insurance and Financial Communicators Association (I.F.C.A.) is an international organization of life insurance and related financial services companies whose members specialize in essential roles such as marketing, sales promotion, advertising, internal communications and public relations. Each year, I.F.C.A. hosts an awards competition to recognize and showcase the very best communication and marketing materials in the industry. This year, I.F.C.A. received over 500 entries from insurance and financial institutions across Canada and the United States.

Sun Life marketing areas shine again

Sun Life has taken part in the competition for the past several years, consistently placing among the top in a variety of categories. This demonstrates our ability to provide you and your members with product information in interesting and innovative materials.

This year, Sun Life took home a total of 24 of these prestigious awards, including:

- 4 best of shows
- 7 awards of excellence
- 13 honourable mentions

Group Benefit Marketing and Communications' winning awards

Specifically, Sun Life's Group Benefits won 7 awards, including 6 honourable mentions and 1 best of show.

Improving the plan member experience

Group Benefits' best of show (highest-rated designation) was received for our "Making life brighter for you" contest in the wildcard category for special online projects. This web-based initiative was developed by a team of cross-functional members from marketing, product and design areas in Group Benefits, Canadian Marketing and Group Retirement services. The contest was designed to get unfiltered feedback from our members. Gathering insight from the people we serve is key to be able to provide enhanced and innovative products and services.

The objectives of the contest were to:

- Understand how effectively we are delivering on our brand promise
- Evaluate the value plan members are receiving from existing products and services
- Determine opportunities for new or enhanced products and services
- Leverage member feedback to strengthen marketing communication

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Thanks to you and your members for helping make this challenge a success! Not only did we gain recognition for our ability to use electronic media in innovative ways, but we also were able to gather information critical to improving the experience for all plan members.

Questions?

Please contact your Sun Life Financial group benefits representative.