

Sun Life Financial wins Reader's Digest Trusted Brand™ Award for eighth year running!

Canadians have voted Sun Life Financial as the most Trusted Brand™ of Life Insurance Company for the eighth year in a row, according to the Reader's Digest 2016 Trusted Brand™ Survey.

Survey Results

Sun Life ranked above more than 30 other insurance carriers, based on a study commissioned by Reader's Digest. Sun Life has received the most votes in the Life Insurance category every single year that the category has been measured in the Reader's Digest Trusted Brand™ program, giving us Gold Winner status for winning eight years in a row – a huge achievement of which we are immensely proud.

The poll asked respondents, unprompted and in an open-ended question format, which brands they trusted most for a number of different product categories. Survey respondents ranked the brands based on attributes such as: offers a superior-quality product, provides excellent value, consistently delivers on expectations, is there when I need them, and provides excellent customer service.

About Reader's Digest

With over 4 million Canadian readers* , Reader's Digest has consistently ranked as the number one, most read magazine in Canada, based on the annual studies undertaken over many years.

For the past 9 years, Reader's Digest has conducted an annual Trusted Brand™ Study. The Reader's Digest Trusted Brands Award program is used to determine consumer attitudes and opinions related to 30 specific brand categories and to recognize the "Most Trusted Brand" in each particular category. In addition to measuring what brands Canadians trust most, the study also features the most trusted professions and attitudes about trust.

Questions?

Contact your Sun Life Financial group benefits representative.

*Source: Vividata 2016 Q2

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Group Benefits are provided by Sun Life Assurance Company of Canada, a member of the Sun Life Financial group of companies.