

# Erase Your Expenses Contest Contest Creative

**WEB** 



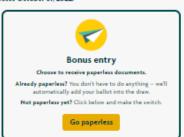
### You could win \$5K to help cover any personal expenses you want!

From an unexpected home repair, to gas for your car, you have a unique chance to ease your budget.



Don't wait - the contest closes October 31, 2022.





# Erase your expenses with: Grand prize

\$5,000 CAD in prepaid credit cards

Plus 1 of 3 bonus prizes of \$1,000 CAD in prepaid credit cards



# You've got the app open now, right? Check these things out:

- Get special offers to help you save money.
- See your documents instead of sifting through a pile of paper.
- Get help faster we'll have all your details ready next time you call.

The grand prite consists of ten (10) \$300 CAD prepaid credit cards that total \$3,000 CAD. Each secondary prite consists of two (2) \$300 CAD prepaid credit cards that total \$1,000 CAD. Read full context rules.

Hello %DISPLAY\_FIRST\_NAME% \*

# Life can be expensive. Would \$5K help?

It's free to enter the draw and takes less than 2 minutes.



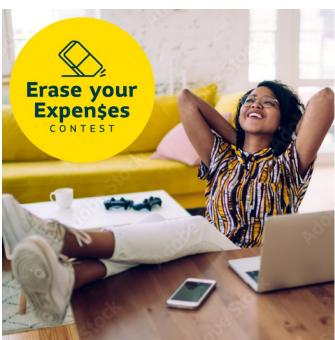
I want to enter

Contests aren't for me



# **SOCIAL MEDIA**











#### **EMAIL**



Can't see this email? View in browser,



Hi <%=name%>,

Gas, groceries, clothing... your personal expenses can really add up. Enter the draw before October 31, 2022, for your chance to make life a little less expensive.

Grand prize

\$5,000 CAD

in prepaid credit cards

1 of 3 bonus prizes of \$1,000 CAD in prepaid credit cards.



### How to unlock your first entry

Simply download and sign in to the my Sun Life mobile app and we'll automatically add your ballot into the draw.





Don't have an account yet? Once you download the app, tap Register on the sign in screen.

Psst – there's more. To double your odds of winning, check your Notifications tab in the app to reveal the bonus entry.

The grand prize consists of ten (10) \$500 CAD prepaid credit cards that total \$5,000 CAD. Each secondary prize consists of two (2) \$500 CAD prepaid credit cards that total \$1,000 CAD. Read full contest rules.



Can't see this email? Wew in browser



Hi <%=name%>,

You've secured your first entry into the draw by signing in to the my Sun Life mobile app – nice job! Unlook your bonus entry to double your odds of winning before October 31, 2022.

#### Grand prize

\$5,000 CAD

In prepaid credit cards

1 of 3 bonus prizes of \$1,000 CAD in prepaid credit cards.



## How to unlock your bonus entry

Just choose to receive paperiess documents. Ollok below to make the switch and we'll automatically add your ballot into the draw.

Go paperless

Past – there's more. To double your odds of winning, check your Notifications tab in the app to reveal the bonus entry.

The grand prize consists of ten (10) \$500 CAD prepaid credit cards that total \$5,000 CAD.

Each secondary prize consists of two (2) \$500 CAD prepaid credit cards that total \$1,000 CAD.

Read full contest rules.