

TikTok Dance Challenge Campaigns in Myanmar

Conducted by Yoon Than Lwin

Last Updated: 16.7.2024

 **ZAW & PARTNER**
PR & Community Agency

Woods Myanmar

Business Industry: Cough Remedies

Influencers: Choreographers Khaing Lay, Thway Thit Lin, and RiKo from The Secret Dance Studio

Hashtags Used:

#TikTokChallenge

#DanceChallengeWithWoods

#ကမ္ဘာကျော်ချောင်းဆိုးပျောက်ဆေးဝါး

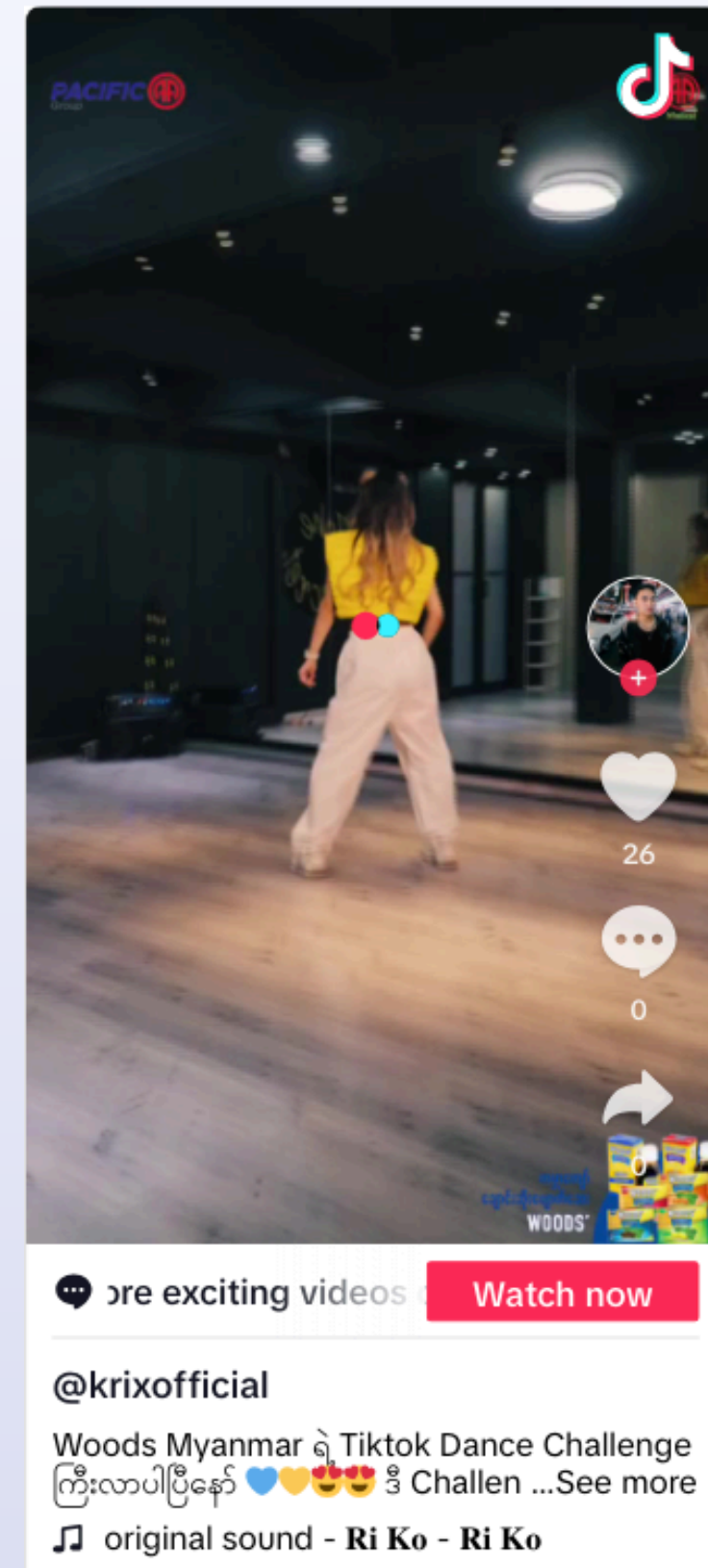
#ဘယ်ချောင်းလာလာWOODSနဲ့အကုန်ပျောက်

#SecretPiecesDance

#KhineLay

#ThwayThitLin

#RiKo



Woods Myanmar

Prize:

- Most Like and Share, People's Choice – 300,000 MMK
- Woods' Choice – 200,000 MMK
- Dancers' Choice – 100,000 MMK

Challenge Period: December 14 to 28, 2023

Woods Myanmar

Total Engagement on TikTok Platform

Participants	Like	Comments
8	2,109	29

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Berocca Myanmar

Business Industry: Pharmaceutical Company

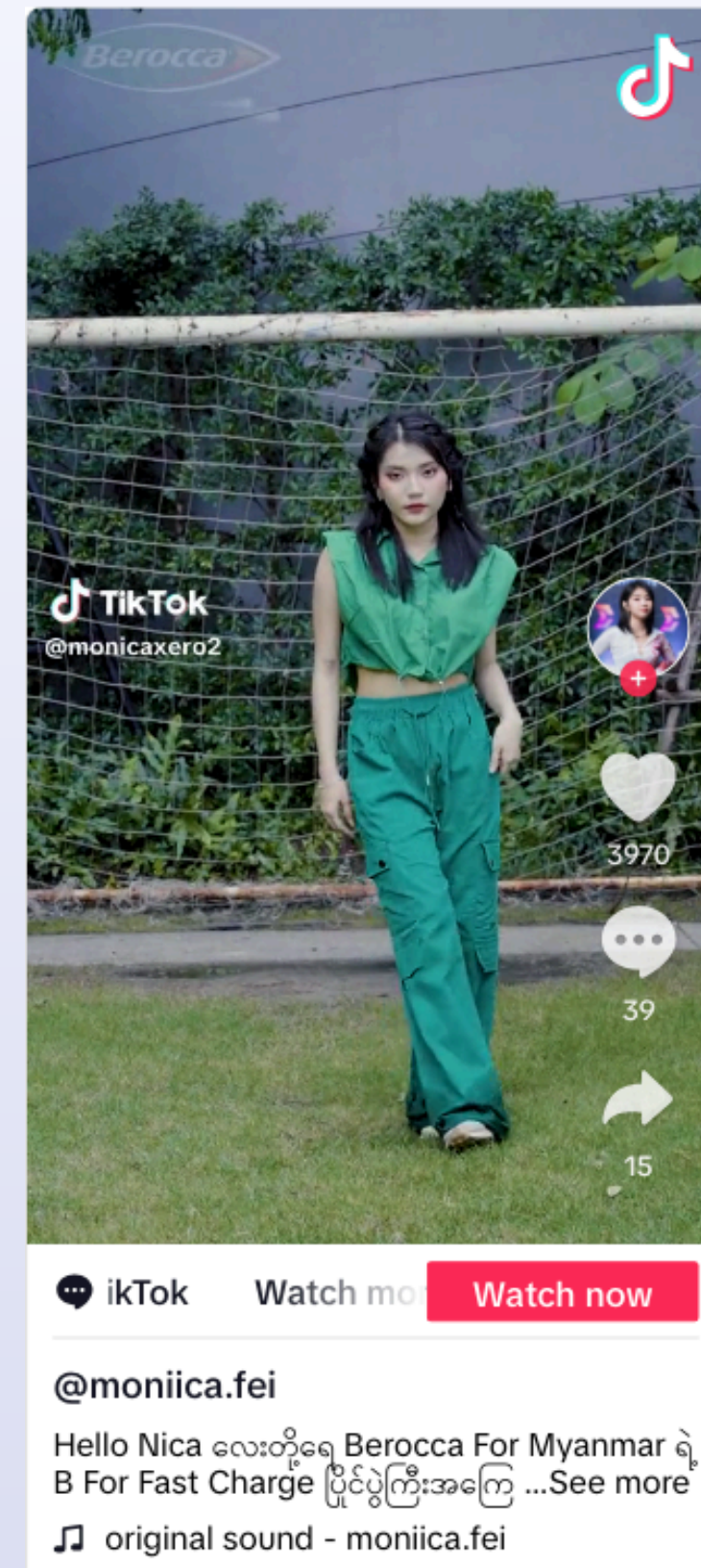
Influencers: Choreographer Khine Lay, Monica – M,
YOLO Dance Studio, Nay Htut

Hashtags Used:

[#BeroccaForMyanmar](#)

[#BForFastCharge](#)

[#DanceChallenge](#)



Berocca Myanmar

Prize:

- Single Dance Best Performance (500,000 MMK) – 3 people
- Group Dance Best Performance (500,000 MMK) – 1 Group
- Berocca Choice Awards (100,000 MMK) – 10 people

Challenge Period: 30th June to 9th July, 2024

Berocca Myanmar

Total Engagement on TikTok Platform

Participants	Like	Comments
14	5,184	182

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Nuna Nuna Noodle Myanmar

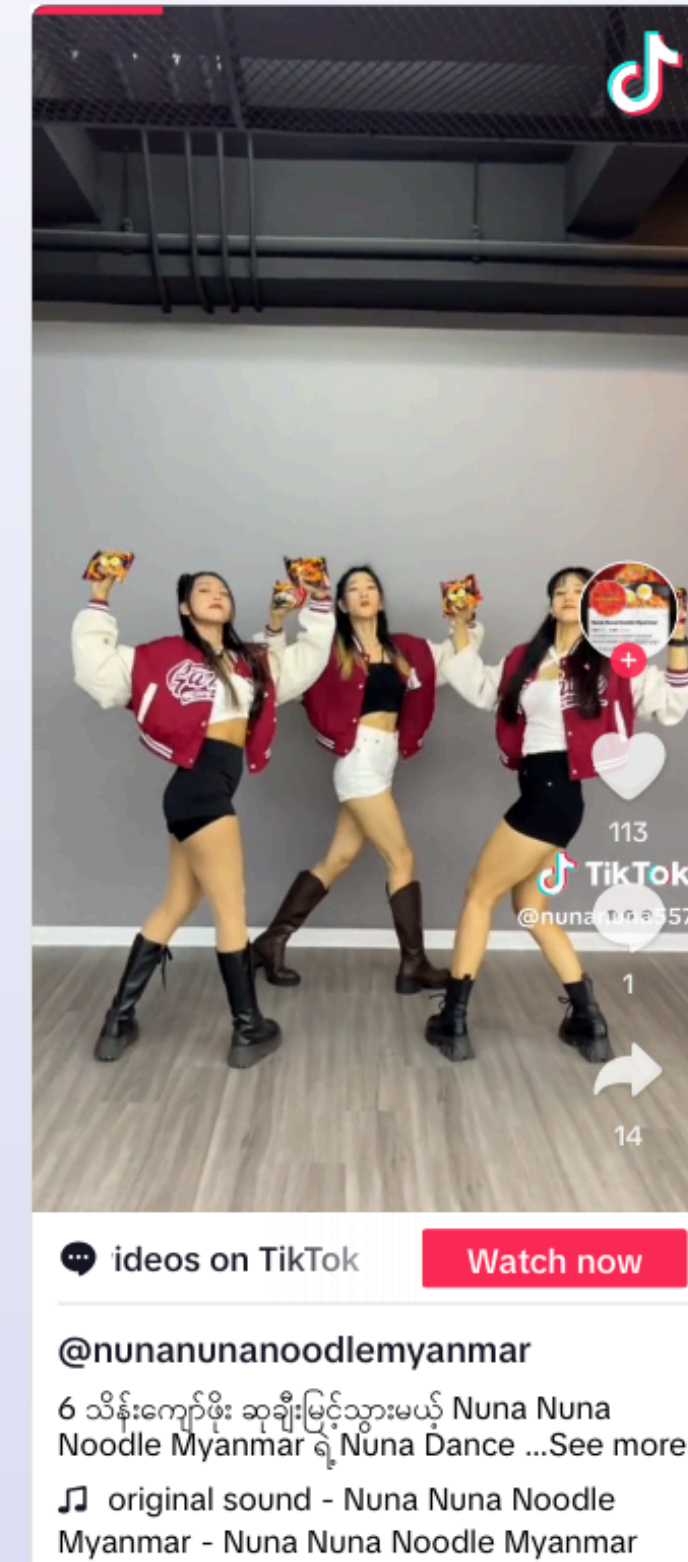
Business Industry: FMCG (Instant Noodle)

Hashtags Used:

[#nunanunannoodlemyanmar](#)

[#premiumnoodle](#)

[#dancechallenge](#)



Nuna Nuna Noodle Myanmar

Prize:

- Most Like and View, Fan's Choice – 300,000 MMK
- Company's Choice – 200,000 MMK
- Dancers' Choice – 100,000 MMK
- Consolation Prize – Nuna Noodle 1 Dozen (10 prizes)

Challenge Period: 15th June to 31st July, 2024

Nuna Nuna Noodle Myanmar

Total Engagement on TikTok Platform

Participants	Like	Comments
12	354	26

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Sunsilk Myanmar

Business Industry: Hair Products

Influencers: Pann Yaung Chel, San Htate Htar Oo, Dance with May Thell

Hashtags Used:

#ရှယ်ကရှယ်လန်းSunsilkနဲ့တစ်နေ့ကုန်လန်း
#SunsilkMyanmar



Sunsilk Myanmar

Prize:

- Special Prize - ရွှေသားဆု (၁) ဆု for a person with the most like counts
- First Prize - Samsung Galaxy A14 (၁) ဆု
- Second Prize - Creator Gift Set (၂) ဆု
- Third Prize - Hair Care Set (၄) ဆု

Challenge Period: 5th June to 4th July, 2023

Sunsilk Myanmar

Total Engagement on TikTok Platform

Participants	Like	Comments
23	29,792	822

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Honor Myanmar

Business Industry: Smart Devices

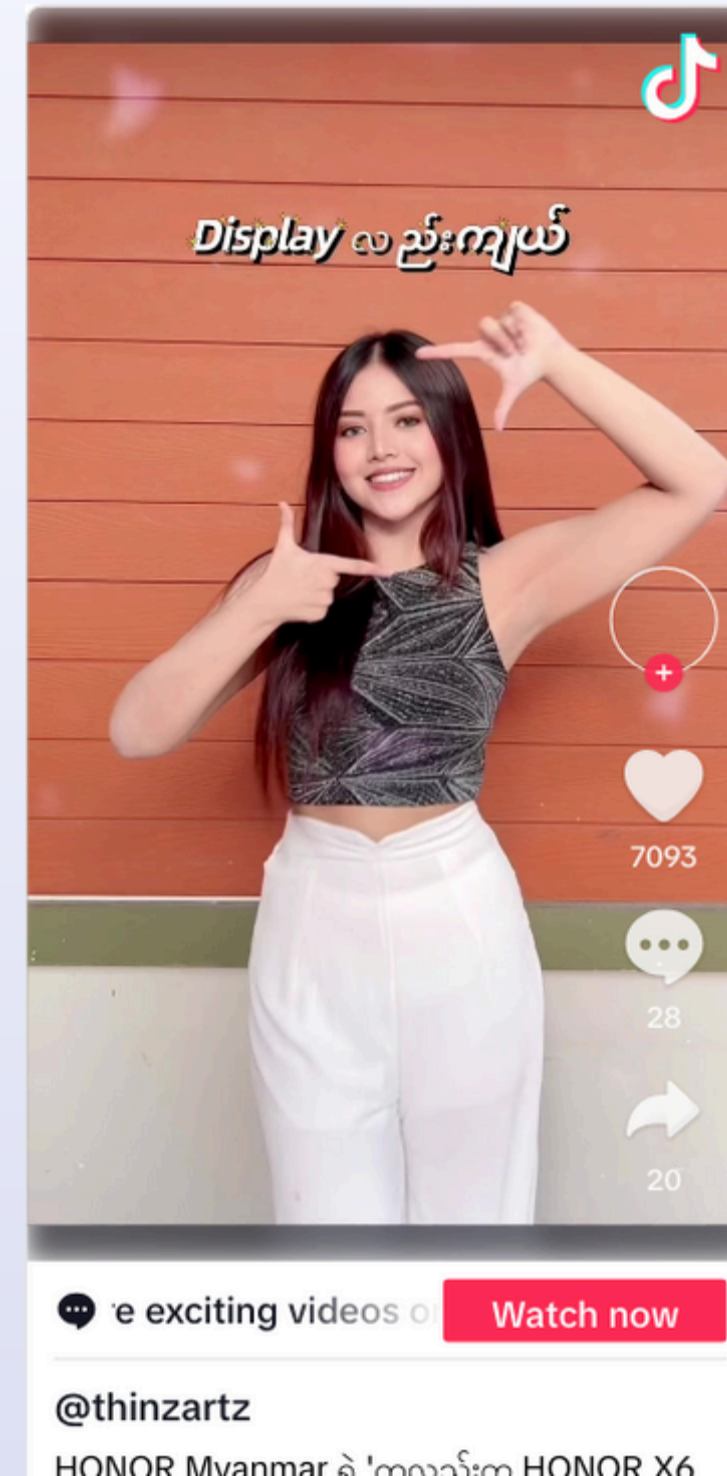
Influencers: Thinzar, Dance with May Thell

Hashtags Used:

#Displayလည်းကျယ်Batteryလည်းရှယ်

#ကလည်းကHONORX6လည်းရ

#HONORX



Honor Myanmar

Prize:

- Best Performance – HONOR X6
- Best Engagement – HONOR CHOICE Earbuds X3 Lite
- Lucky Draw – HONOR CHOICE Earbuds X3 Lite

Challenge Period: 29th October to 26th November, 2022

Honor Myanmar

Total Engagement on TikTok Platform

Participants	Like	Comments
5	1,096	389

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Manulife Myanmar

Business Industry: Life Insurance Company

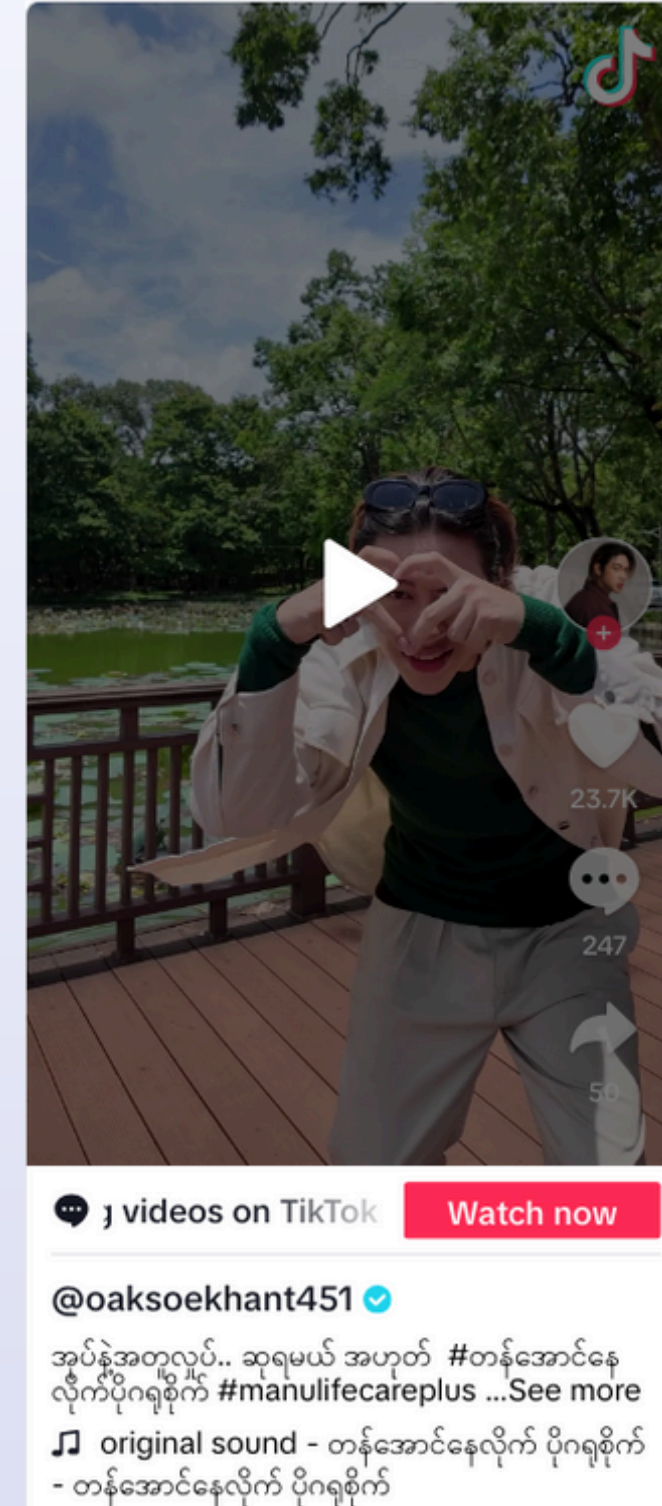
Influencers: Oak Soe Khant, Yamoan Myint Myat, San Htate Htar Oo

Hashtags Used:

[#တန်အောင်နေလိုက်ပိုင်ရစိုက်](#)

[#manulifecareplus](#)

[#manulifemyanmaratsauk](#)



Manulife Myanmar

Prize:

- Select 10 participants first.
- Give away the self-care package boxes to them.
- In the self-care package boxes, there are Aroma Diffuser, Scented Candle, Match Box, Manulife Customized Water Bottle, Scrub, and Sponge.

Challenge Period: 21st June to 5th July, 2024

Manulife Myanmar

Total Engagement on TikTok Platform

Participants	Like	Comments
47	50,827	1,150

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Pyo May

Business Industry: Sanitary Napkin

Influencers: Dance With May Thell, Micky Park, Cal
Gaga Vlog

Hashtags Used:

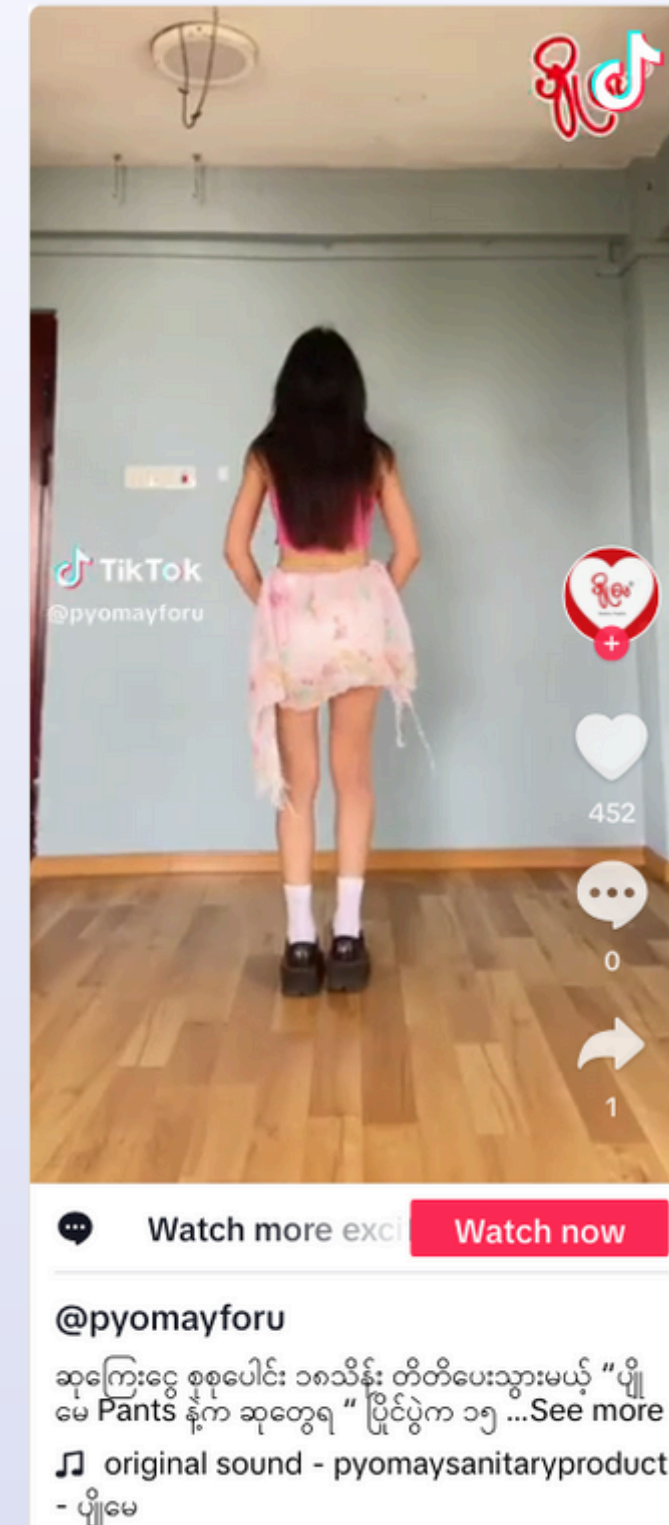
#pyomaypants

#dancechallenge

#dancewithpyomaypants

#ပျိုမေ

#ပျိုမေPantsနဲ့ကဆုတွေရ



Pyo May

Prize:

- Group Dance - 500,000 MMK
- The Best Creative - 300,000 MMK
- Best Performance - 300,000 MMK
- ပျို့မေ Team မှ အနှစ်သက်ဆုံးဆု - 200,000 MMK
- Consolation Prize - 50,000 ဆု (10) ဆု MMK

Challenge Period: 24th April to 15th May, 2024

Pyo May

Total Engagement on TikTok Platform

Participants	Like	Comments
14	138,119	1,076

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Boss Stationery

Business Industry: Stationery

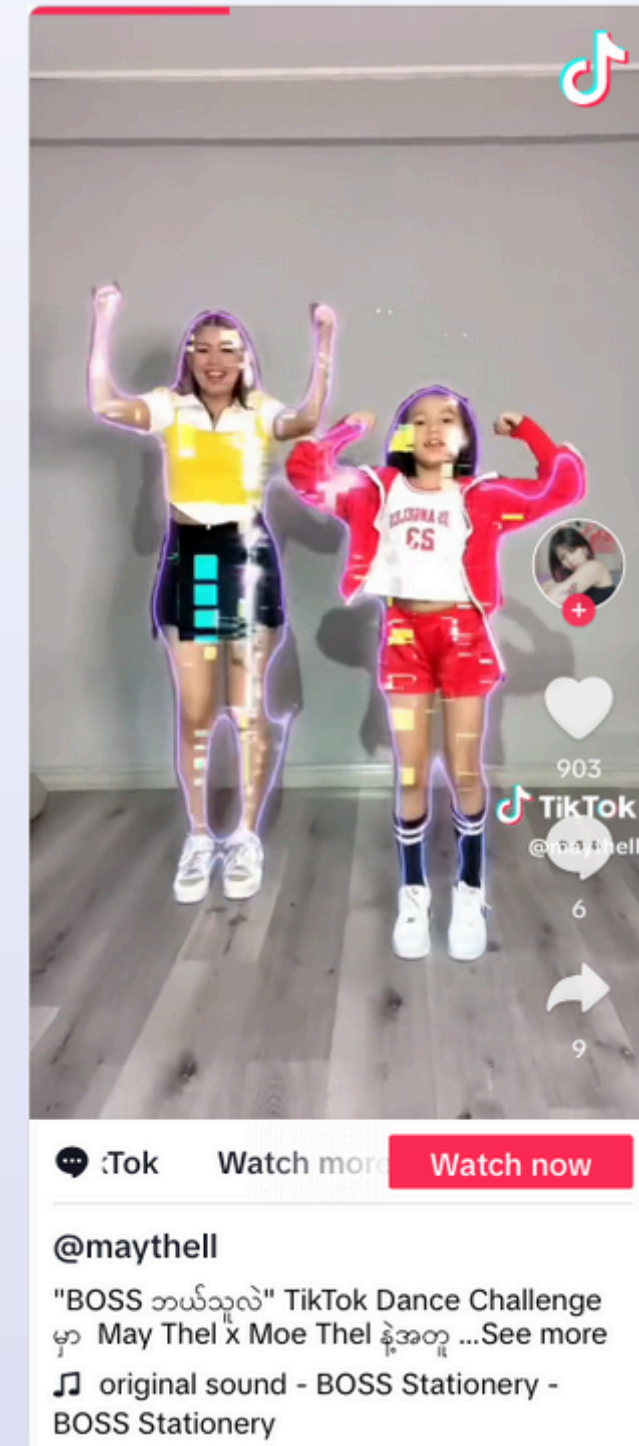
Influencers: Dance With May Thell, Yolo Dance Studio

Hashtags Used:

[#WhoistheBOSS](#)

[#BOSS ဘယ်သူလဲ](#)

[#TikTokDanceChallenge](#)



Boss Stationery

Prize:

- First Prize – 800,000 MMK
- Second Prize – 500,000 MMK
- Third Prize – 300,000 MMK
- Phone Bill 5000 Ks x 20
- Boss Stationery's Favorite – 1,000,000 MMK

Challenge Period: 15th August to 30th September, 2023

Boss Stationery

Total Engagement on TikTok Platform

Participants	Like	Comments
35	74,833	1,461

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Key Insights of Dance Challenges on TikTok Platform

- PyoMay Dance Challenge Campaign has **the most likes (138,119)** with 14 participants and 1,076 comments.
- Manulife Dance Challenge Campaign has **the most participants (47)** with 50,827 likes and 1,150 comments.
- Boss Stationery Dance Challenge Campaign has 35 participants with 74,833 likes and 1,461 comments.
- Even when people are not participating in dance challenge campaigns, they tend to use the original sound in their TikTok videos if they find the lyrics are relatable or the sound is upbeat.



Thank You

Feel free to approach us if you have any questions.

