



How "World of Dance"™ Encouraged Fans to Bust a Move on Musical.ly

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"Dance like nobody's watching. (Even though we are!)"

That was the premise behind NBC's partnership with social platform musical.ly for a four-week dance challenge that successfully drove buzz and awareness ahead of the May 29 World of Dance season two premiere.

Fans showed off their moves for the chance to win prizes such as cash, swag and gift certificates, and the marketing campaign expertly tied in show talent and musical.ly influencers to generate buzz.

Building a Strong Base

To start, NBC positioned the campaign around a different themed hashtag each week, such as #WOD Challenge, #WODChallengeDuet and #WODChallengeSloMo. They were featured in musical.ly's "trending" hashtag section and in the video banner on the platform's "Discover" page, as well as shared across the @NBCWorldofDance social handles. And the World of Dance musical.ly account also launched hand-in-hand with the challenge.

Tapping Talent

NBC Digital leveraged contestants' social followings on musical.ly, especially since many of them have a significant presence on the platform-including Kaycee Rice (@kayceerice) with 665K fans and Bailey Sok (@baileysok1) with 427K fans.

NBC Digital worked with them to source content, then coordinated to have them activate it during the challenge.

User Generated Shares

The #WODChallenge also generated tons of participation from musical.ly influencers, including @kidrl with 2.4 million fans, @ourfire with 1.1 million fans, @chloegines with 743K fans and @almostcoolmom with 316K fans.

Some of the winners also went on to post on musical.ly about the prizes they won from the challenge.

The Results

The World of Dance musical.ly account garnered more than 20,000 fans in the two weeks after it launched in conjunction with the #WODChallenge.

Stats from the first two weeks also spoke to a successful overall campaign, with 75,000 videos across musical.ly, along with more than 23 million impressions, and 18,000 shares leading up to the season-two premiere.