



MIXUE MALAYSIA SDN. BHD. (1460375-V)
Suite 21.04, 21th Floor, Wisma Chuang
34, Jalan Sultan Ismail 50250 Kuala Lumpur, W.P. Kuala Lumpur
Website: <http://www.mixuemalaysia.com/>
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2025 Voice Of MIXUE——Contest Guidelines

1. Contest Period

- Submission Period: October 1 – October 20, 2025 (Deadline: 23:59 PM)
- Announcement Dates:
 - Top 10 Finalists: October 22, 2025
 - All Winners: October 26, 2025

2. Tracks Categories

To encourage broader participation in the Voice of MIXUE, the competition features two tracks. Each account may only join one track and submit one entry.

(1) In-store Track

For MIXUE store customers, casual participation with lucky draw chances.

- How to Join: Sing any song in-store, record a short video, upload it on TikTok, and submit your video link at www.voiceofmixue.com.
- Posting Rules:
 - Add hashtag #mixuesingbattle
 - Tag official account @mixuemalaysia @comfee.malaysia
 - Set your TikTok account to Public
- Reward Mechanism:
 - Lucky Draw every Friday on the official TikTok account
 - Prizes include: Comfee air conditioners
 - Lucky Draw Dates:
 - ◆ Round 1: October 3
 - ◆ Round 2: October 10
 - ◆ Round 3: October 17
 - ◆ Round 4: October 20
 - ◆ Final Round: October 24 (Special Bonus Draw)
- Note: In-store Track entries are only eligible for weekly lucky draws and do not proceed to finalist selection.



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(2) Online Track

For creators and strong vocalists, entries count toward final evaluation.

- How to Join: Record a remix or creative version of the MIXUE Theme Song (lyrics and/or melody may be adapted). Performance must be at least 25 seconds. Upload on TikTok and submit your video link at ****www.voiceofmixue.com****.
- Posting Rules:
 - Add hashtag #mixuethemessongbattle
 - Tag official account @mixuemalaysia @comfee.malaysia
 - Set account to public
- Evaluation Mechanism:
 - Top 60 entries by likes will receive prizes.
 - Top 10 posts by likes advance to the live-streamed Grand Final and must also tag @comfee.malaysia

3. Entry Requirements

(1) Video Technical Specs

- Format: Vertical (9:16)
- Duration: ≥25 seconds
- Content:
 - Singer must appear on screen with live vocal performance
 - Creative edits are allowed, but the full singing must be shown
 - Solo performance only; group singing is not allowed

(2) Song Adaptation Rules

- Must be performed by the participant using their real voice. The following are prohibited:
 - Original vocal track overlay
 - AI-generated vocals
 - Proxy singers



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- Lyrics can be rewritten in any language, but must include at least one of these brand elements:
 - “MIXUE”
 - “I love you, you love me”
 - “Snow King”
- Music style can be freely adapted (Pop, Hip-hop, Electronic, A Cappella, Instrumental, Remix, etc.).
- Content must not involve politics, religion, vulgarity, or copyright infringement.

(3) Posting Rules

- All videos must be uploaded on TikTok with:
 - The correct hashtag (according to the chosen track)
 - Official account tag @MIXUEmalaysia @comfee.malaysia
- TikTok accounts must be set to Public, otherwise entries cannot be counted.

(4) Submission Rules

- If multiple videos are uploaded, only the highest-liked video will count.
- To be officially entered, participants must:
 - Upload their video on TikTok, AND
 - Submit the video link on ****www.voiceofmixue.com****

4. Advancement & Evaluation

(1) In-store Track

- Only eligible for weekly lucky draws, not finalist selection.

(2) Online Track

- Preliminary Round (Oct 1 – Oct 20):
 - Ranking based on TikTok likes.
 - Data Verification: Entries with suspicious activity (e.g., artificial likes, abnormal engagement ratios) will be disqualified.
- Top 10 Advancement (Oct 22):
 - Top 10 videos by likes will advance.



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- Finalists must post a 20–30 second campaign video by Oct 23, 18:00, including:
 - ◆ Self-introduction
 - ◆ Entry recap
 - ◆ Call-to-vote message
- Campaign video must tag @MIXUEmalaysia @comfee.malaysia. Failure to comply disqualification, and the spot will be passed on.
- Final (Oct 26 Live Stream):
 - Platform: TikTok Live (official account)
 - Top 10 finalists must perform live (self-accompaniment/band allowed).
 - Scoring: 70% professional judges + 30% live audience votes.

5. Prizes & Perks

Award	Winners	Prize
1st Place	1	Comfee Air Conditioner + RM1888
2nd Place	1	Comfee Air Conditioner + RM888
3rd Place	1	Comfee Air Conditioner+ RM588
4th–10th	7	RM288 each
11th–20th	10	RM188 each
21st–30th	10	RM88 each
Best Performance Award	1	Comfee Air Conditioner
Consolation (31st–60th)	20	MIXUE merchandise

- Additional Notes:
 - All Top 60 finalists will receive an official e-certificate.
 - Outstanding works may be selected for inclusion in the official MIXUE Music Library.
 - Personal income tax on prizes must be borne by the winners.

6. Eligibility

- Age: Open to all ages
- Region: Limited to participants in Malaysia
- Each track: 1 submission only; duplicate entries will be void



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7. Violations & Disqualifications

- Immediate disqualification for:
 - Non-original vocal performance
 - Data fraud (e.g., buying likes)
 - Data manipulation (buying likes)

8. Copyright Statement

- The copyright of all submitted songs belongs to MIXUE Malaysia.
- Participants grant MIXUE a worldwide, non-exclusive right to use their works.
- The moral right of authorship will always remain with the participants.
- The organizer reserves the right to use the entries for promotion, marketing, and commercial purposes without additional compensation.

***MIXUE reserves the final interpretation right of this competition.**