

Miss Country Girl

Reality



From Cowgirl to Cover Girl... From The Cornfield to The Catwalk...

Synopsis

Every country has special people, beautiful on the inside as well as out, who never thought they could make it in the big city. With the help of celebrities, **Miss Country Girl** transforms unsuspecting, humble, natural beauties from all over the country to independent superstars who realise they can be, and do, anything they want.

Over six series, the **Miss Country Girl** franchise has repeatedly out-performed international reality format staples, scoring highly in all demographics. Ratings in Thailand have also been impressive, and have scored extremely well in social media rankings.



Key Selling Points

- Hit **primetime** format, the series is constantly in Prima's **top 3** shows of the week.
- A transformation show with **integrity / unique** spin.
- Successfully adapted in **Thailand** and **Ukraine**.
- Set to be adapted in **China** by Star China International Media.
- Excellent **social media** results in Thailand.
- Excellent prospects for **sponsors**.
- A **highly successful**, returning series in Romania, **six series** (including spin offs **I'm A Country Boy** and **Country Girls, Country Boys**).

Small World International Format Television

UK Office: 19 Heddon Street, London, W1B 4BG Tel: +44 (0) 20 7851 6500

USA Office: 25458 Via Adorna, Valencia CA, 91355 Tel: +1 661 254 3535

info@smallworldift.com www.smallworldift.com

small
world
INTERNATIONAL FORMAT TELEVISION