

# 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**).

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