

THE FINAL CUT-DOWN



★ ★ ★
*Doubled
channel's
ratings!*

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*Most
successful
show in
time slot!*

*Talent
competition
for
hairdressers!*

Genre: Hairstyling Competition / Lifestyle

Timeslot: Daily Stripped, 30 minutes

Producer: Real TV

Broadcaster: TV Barrandov

Country of Broadcast: Czech Republic

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'The Final Cut-Down' is the new daily stripped format where each week 5 hairdressers will compete to give one lucky passer-by a completely new look in just 3 hours! Which hairdresser will be the highlight of the week and which will be completely cut out?



- ★ **Doubled** the channel's ratings in the time slot!
- ★ Became **most successful** show in the time slot, having aired over **80 episodes!**
- ★ Increased average broadcaster **share by 50%** in the target group of 15+!
- ★ **Sponsorship** opportunities
- ★ A **full transformation** and makeover in each episode!
- ★ Character-driven shown
- ★ Practical styling advice, tips and tricks
- ★ Every hairdresser in the country has a chance to participate!



HOW IT WORKS ?

- Each week we meet **5 new hairdressers** from **one city** or region competing for the title of 'Best Hairdresser' and a cash prize
- Every episode, one of the hairdressers works to **transform their model** in their salon
- The **rivals choose** a passerby to be the model for the hairdresser-of-the-day
- They have only **3 hours** to complete a whole new hairstyle!
- The **competitors evaluate** and score each other, with the winner being announced at the end of the week



Full of creativity, 'The Final Cut-Down' is the new lifestyle talent competition that makes every day a good hair day!