



Project Overview: 'Worlds Fittest Woman'

Client: Image Wizard TV

The Worlds Fittest Woman was an event devised purely for sports entertainment TV programming. The event concept was simple, ten female athletes, each one representing a different extreme sport, and each athlete to represent ten different countries. All athletes were champions in their chosen sport, the minimum requirement being 'national' champion.

The competition comprised of six generic challenges designed to provide an overall test of physical stamina and mental ability, allowing us to identify the winning athlete overall. The competition was won by South African World Paddleboard Champion, Jenna Worlock.

This event required the following areas of expertise:

Extensive research to determine suitable athlete candidates.

Major logistical planning of travel and accommodation requirements to bring athletes to Hong Kong from all corners of the world.

Creative development of challenge ideas, and liaison with official sporting bodies.

Acquisition of major sponsorship, which was achieved with the Hong Kong Tourism Board.

Planning and Management of the schedule of events - six challenges were held in six different locations over five days. The logistical management of athletes, crew and equipment on such a short timeline was extremely challenging but the filming schedule was executed without any problems.

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