

BABYSITTER CELEBRITY UNDERCOVER



In this feel good reality entertainment format, celebrities accept a big challenge: they will transform themselves to become undercover babysitters.

Genre:
Reality Entertainment

Duration:
Weekly, Prime Time

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The celebrities will be chosen among figures that are loved and are popular for children – but as always, there is a catch: the children will not realize they are spending time with their idols because they will have gone on an extreme transformation! In a specially arranged car-lodge located not far from the shooting location, each of the three celebrities will be taken in hand by the makeover team. To become totally undercover in the eyes of children, the transformation must be radical!

Weeks before the shooting, the children will hear about their parents' search for the new babysitter so he/she doesn't arrive unannounced. The ruse is simple: parents are going to leave the house for an entire day, preferably on a weekend and call a baby-sitter. Not to raise the suspicion of the kids, the presence of the cameras inside the house will be justified by telling them they are filming a documentary about « children and games », for which the children will have been cast a few weeks earlier.



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During all the shooting day, the children will be supervised by a star they know, but that they won't recognize. The celebrity would have been physically transformed in advance to best embody the babysitter role. The baby-sitter characters will be made fit the best to the artist (attitude, personality, fake accent...).

In Babysitter Celebrity Undercover, parents will spend a fun day watching their children being babysit by their idols, without even knowing it!



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