



# Charlotte Crosby

SHE'S THE UK'S #1 REALITY STAR, HAS OVER TEN MILLION FOLLOWERS ON SOCIAL MEDIA AND AUSTRALIA HAS FALLEN IN LOVE WITH HER ...

Charlotte Crosby is possibly best known as a founding cast member and break out star of MTV's mega-hit show *Geordie Shore*. Her vibrant and uniquely honest personality captivated fans from onset and twelve seasons in she is still the series' most popular cast member. Demonstrating huge pulling-power within the MTV demographic it was not long before other networks stood-up and took notice!

In 2013 Charlotte was cast in *Celebrity Big Brother UK*, her popularity shone through yet again and she walked away the series' winner! Offers flooded in for the *Geordie* starlet and she signed on for her own mini-series *The Charlotte Crosby Experience*. The TLC show saw her travel the globe immersing herself in a wide variety of niche and eccentric, foreign cultures. It goes without saying the series was a runaway success, Charlottes endearing personality won over audiences all over again.

Never forgetting her roots Charlotte continued to star in her beloved *Geordie Shore* where her on-again off-again relationship with housemate Gaz continued to take centre stage. The pair affectionately known as Chaz featured in MTV's new show *Ex On The Beach!* Never failing to deliver ratings, social buzz and always a tabloid favourite Charlotte set her sights on new ventures ..

**Fitness** - after losing a staggering 16kg (size 16 to size 6) Charlotte released her fitness DVD '3 Minute Belly Blitz', the DVD turned the worldwide fitness market on it's head. It shot to the #1 spot, was certified platinum and became the biggest selling fitness DVD of all time in the UK and Australia! She even out-sold *Frozen* in Christmas week on Amazon! Universal couldn't commission a sequel fast enough and '3 Minute Bum Blitz' kicked the same goals on launch this year!  
Now available in major retailers across Australia!

**Fashion** - Charlotte's fashion range 'Nostalgia' debuted with online retailer 'In The Style' and was another instant success. The range exceeded the highest of expectations and saw the fashion retailer triple it's profits in the first three months. Charlotte's popularity, personal style and quirky designs broke the mould and she has continued to release fashion ranges each season with success growing year on year.

**Books** - everything Charlotte touches turns to GOLD and Charlotte's biography titled 'Me Me Me' is no exception. Filled with hilarity from her teenage years, details on her big break into reality TV, and truth about her relationships, the book shot straight to the top of the best sellers list and stayed there for five weeks!

Fans can't get enough of Charlotte and her social numbers speak for themselves, in an age where plastic is fantastic and manufactured identities are the vogue, it's a true testament to the *Geordie* lass that she is kicking goals by being herself, and having fun every step of the way!



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CHARLOTTEGSHORE  
4.3M FOLLOWERS



CHARLOTTEGSHORE  
2.7M FOLLOWERS



CHARLOTTELCGSHORE  
1.9M LIKES



CLC\_17  
1M FOLLOWERS



CHARLOTTE LETITIA CROSBY  
276K SUBSCRIBERS

52% OF CHARLOTTE'S SOCIAL FOLLOWERS ARE AGED 18 - 24

GEORDIE SHORE IS THE HIGHEST RATING SHOW EVER ON MTV

CHARLOTTE'S TOP 10 MOST POPULAR CITIES ON FACEBOOK INCLUDE  
4 AUSTRALIAN CAPITALS

CHARLOTTE'S INSTAGRAM LIKES AVERAGE AT JUST OVER 100K

75% OF CHARLOTTE'S FACEBOOK FOLLOWERS AND 92%  
OF HER YOUTUBE SUBSCRIBERS ARE FEMALE

CHARLOTTE HAS THE MOST REACTIVE INSTAGRAM OF ANY CELEBRITY OUTSIDE THE USA

