

Twofour brings Virgin's V Festival 2020 to ITV2 viewers

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[Entertainment](#)

Twofour has been commissioned to produce a three part special for ITV2, bringing Virgin's much-loved V Festival to the nation, virtually. Hosted by Maya Jama and Joel Dommett, the festival will feature Anne Marie, Olly Murs and Dizzee Rascal as headliners, along with performances from Donel, Izzy Bizu, Maisie Peters and Mae Muller.

Grime artist and DJ Big Zuu will share his passion for food with the artists as he rustles them up some festival-inspired dishes. Meanwhile, the winner of Ru Paul's Drag Race UK, The Vivienne, will be joining Maya and Joel as they look back at some of the festival's most iconic fashion over the years. The Vivienne will also treat us to a show of her own surprise V Festival inspired look.

Recorded at the iconic Chelmsford site, Hylands Park, each one-hour episode will feature a mix of exhilarating and exclusive live music performances, a nostalgic look back at the most iconic V Festival sets of all time and exclusive interviews between headliners and hosts, which see artists reminisce about their favourite V Festival memories. The festival will see performers, audience and crew adhering to strict social distancing guidelines.

The three-part special is being produced by Twofour, part of ITV Studios, for ITV2, commissioned by Head of ITV's Digital Channels, Paul Mortimer and Commissioning Editor for ITV Entertainment, Peter Tierney. The executive producers are Sally Wood, David Brindley and Dan Adamson.

The integrated media campaign will run across: TV; Video on Demand (VOD); Sponsorship Idents; Print; a partnership with Global Radio's Capital FM; Digital and Social all conceived and executed by Manning Gottlieb OMD. PR has been managed by Tin Man through a blend of strategic media relations and news, and Linney and Redwood DDBO have created backstage style content for Virgin Media customers.

Paul Mortimer, Head of ITV's Digital Channels said: "V Festival is a huge part of the UK's festival history and the ITV2 team are excited to play a part in bringing it back to the masses - for one year only. The star-studded line-up music fans have come to expect from V Festival will be bigger than ever. We're dipping into the archives to showcase some throwback performances too, so people can reminisce on some of their favourites memories from past years."

David Brindley, Chief Creative Officer, Twofour, said: "We can't substitute the joy of muddy boots, beer tents and the unpredictable British weather, but we hope that these three evenings of first rate entertainment with much loved-performers will inspire ITV viewers to recreate that festival feeling at home. We've had just five weeks to put on a socially distanced music festival with all the production that entails, and I'd like to thank our incredible team who have worked so hard to make it happen."

The commission marks the second major music event produced by Twofour during the Covid-19 outbreak. One World: Together at Home for BBC One, produced in collaboration with Global Citizen and the WHO, was an ambitious and extraordinary tribute to key workers, produced during lockdown. Over a quarter of UK television viewers tuned into the show, reaching an audience of over 6 million.

Virgin Media's V Festival 2020 will air on ITV2 on 21st – 23rd August, with an ITV premier to follow each evening.

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About Twofour

Twofour is a BAFTA and EMMY award winning production company. It has forged a reputation for making high quality content ranging from complex and sensitive documentary access series through to pure entertainment shows and huge events. Focused on creating the next big factual and factual entertainment hits in the UK that will entertain the world, the company is a proud nations and regions producer, with bases in Plymouth, London and Cardiff. Twofour Group is part of ITV Studios.

Twice-awarded Broadcast's 'Best Indie Production Company of the Year' award, significant titles include BBC One's One World: Together at Home, a global concert in collaboration with Global Citizen and the World Health Organisation; daring reality show The Jump (Channel 4); multi award-winning brand The Real Marigold Hotel (BBC One/BBC Two); BAFTA and Emmy award winning Educating... (Channel 4); Channel 5's longest running series, The Hotel Inspector and ITV2's long running series Ibiza Weekender.

About Virgin Media

Virgin Media offers four multi award-winning services across the UK and Ireland: broadband, TV, mobile phone and landline.

Our dedicated, ultrafast network delivers the fastest widely-available broadband speeds to homes and businesses and we're expanding this through our Project Lightning programme, which could extend our network to up to 17 million premises. Our interactive TV service brings live TV, thousands of hours of on-demand programming and the best apps and games to customers through a set-top box, as well as on-the-go through tablets and smartphones.

About Tin Man

Tin Man is a full service, multi award-winning consumer communications agency that delivers communications with heart. Clients include Barclaycard, Hilton International, Virgin Media, Ferrero, Plenty of Fish and Indeed.

About Redwood BBDO

Redwood BBDO is a Creative Studio built to operate on all channels at newsroom speed. With one of the highest client referral ratings in the UK, global brands like Ferrari, Google, Barclays and Virgin Media trust Redwood to help them tell more true stories.

About Linney

Linney is a multichannel marketing services group delivering dynamic film, animation, digital, experiential and print campaigns for major brands around the world. Linney has been a Virgin Media creative partner for over a decade.

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