

ITV's Drama vs Reality returns with epic helicopter shoot-out between actor Richie Campbell and Reality queen Ferne McCann

Published Fri 09 Jul 2021



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ITV's new brand campaign, 'Drama vs Reality', highlights the wealth of drama and reality shows that are available on ITV Hub. The idea behind the series shows stars from drama and reality TV stopping at nothing in the fight for our attention. In the third installment of this campaign, we see Grace actor Richie Campbell under the unexpected attack of First Time Mum reality star Ferne McCann.

In these epic fights for our attention - we see drama collide with reality on our screens in the most memorable ways. The campaign launched with McDonald and Dodds star [Jason Watkins trying to poison Love Island star Kem Cetinay](#). Followed

by Innocent actress Katherine Kelly kidnapping both TOWIE's [Pete Wicks](#) and [Bobby Norris](#) in her kitchen cupboard.

This battle takes our next reality star's revenge to new levels with an epic helicopter gunship fight scene. We open to Richie on set nervously taking an important phone call regarding an upcoming role for a new drama series - as he begins to walk comfortably through the scene and expresses his excitement and interest. An unexpected interruption occurs from the sky - when, just at the worst possible moment for Richie - Ferne flies into shot where she hovers in the distance wearing a hot pink jumpsuit whilst taking aim with a M50 machine gun from a military helicopter.

What follows next is a battle like no other. Ferne screams a battle cry and opens fire on Richie - doing all she can to take him out. Richie takes cover, hiding in bathrooms, breaking through windows and doing his best to escape Ferne's fire, all the while desperately trying to not drop his call. Reality wins this round. But Richie survives, so perhaps it's a draw... until next time.

Ferne McCann said "I loved being a part of this film! What an honour to work with an Oscar winning director and alongside one of ITV's finest actors. I was thrilled to represent reality and bring the drama. No hard feelings, Richie and lucky for you my aim was off that day!"

Richie Campbell added "I'm super proud to be working with ITV. They've always pushed the boundaries to its limits when it comes to Drama. Reality doesn't stand a chance! #TeamDrama."

The campaign was created with Uncommon Creative Studio and shot by Oscar-winning Director Tom Hooper (The King's Speech, Les Misérables) whose credits also include the iconic ITV drama Prime Suspect. Alongside cinematographer Barry Ackroyd, whose BAFTA nominated work includes the iconic Green Zone, Jason Bourne and The Big Short, and Terry Needham, the 1st assistant director on Black Hawk Down.

The high power 2.5 minute spot launches before Friday night's episode of Love Island on ITV2. The campaign continues with another film launching later this month. Stay tuned.

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Campaign name: The Phone Call. Drama vs Reality.

Client: ITV

Creative Studio: Uncommon

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