

ITV Drama vs Reality Anna Friel, Olivia Attwood and Bradley Dack

Published Mon 26 Jul 2021



[Video](#)

ITV Drama vs Reality Anna Friel, Olivia Attwood and Bradley Dack

ITV's Drama vs Reality latest film with Emmy-winning actor Anna Friel & reality star couple Olivia Attwood & Bradley Dack takes campaign to another level

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 fourth installment of this campaign, we see Emmy-winning Marcella actor Anna Friel's cunning plan to wipe out reality stars Olivia Attwood & Bradley Dack unfold.

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 actor Jason Watkins trying to poison Love Island star Kem Cetinay. Followed by Innocent star Katherine Kelly kidnapping both TOWIE's Pete Wicks and Bobby Norris in her kitchen cupboard. And most recently with Grace actor Richie Campbell and reality star Ferne McCann go head to head in an epic helicopter shoot out.

But in this latest film, titled 'Trap', we open on reality couple and stars of Olivia Meets Her Match, Olivia & Brad, walking on set, where we hear a conversation between the couple, Olivia questioning "What is drama anyway? It's just a load of words and people pretending", in her argument on why reality requires "proper talent" and is the superior genre.

They're suddenly stopped in their tracks when Olivia spots a ridiculously cute dog with 'I love Olivia' hung on it's collar, and she cannot resist snapping a picture. Little do they know that the pooch has been tactically placed there as bait by Marcella star Anna Friel, in a cunning attempt to take the couple out.

What happens next is probably one of the most unexpected scenes of the Drama vs Reality campaign. Without warning a skip drops and completely wipes out the couple underneath. It cuts to Anna Friel holding a radio control as she walks to pick up the cute pooch. "Good boy", she says as she gives it a hug and praises it for playing part in her masterplan.

I think it's safe to say that Drama wins this round.

Anna Friel said "An honour to get to work with one of the country's best directors, Tom Hooper. Will always support ITV for supporting Marcella. Fight for your attention? It's all about preference - I have to admit to liking a bit of both."

Olivia Attwood added "It was so much fun being a part of this film! I was so lucky to work alongside an Oscar winning director and one of acting's finest Anna Friel.. and of course Bradley, it was all a dream come true. Not to mention the incredible ITV team too!"

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 Children of Men and The Shining.

The 60" spot launches in tonight's episode of Love Island on ITV2.

Marcella (Series 3) and Olivia Meets Her Match (Series 1-2) are available on ITV Hub.

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>