



ITV Releases New Creative Campaign With Agency Uncommon

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ITV on Thursday unveiled its new campaign intended to rebrand it as a creative organization and recruit back the 15 million or so "light viewers" that the channel has found only tune in occasionally.

ITV turned to creative agency Uncommon -which is run by Nils Leonard, Lucy Jameson and Natalie Graeme, all formerly of Grey London - to work with both its in-house creative agency, ITV Creative, as well as ITV Marketing.

ITV Studios, the production arm of ITV, in 2018 produced five of the UK's top-ten shows in 2018, including the Golden Globe-winning Bodyguard, as well as I'm A Celebrity â€¦ Get Me Out Of Here, and Vera, starring Brenda Blethyn, who also appears in the above spot.

To illustrate its new tagline - "Great Characters Make Great Drama" - the partners created the two spots shown here, with more on the way.

In the top spot, Blethyn plays criminal investigator Vera Stanhope, who "doesn't give a damn what you think about me." Below, Roger Allam plays Inspector Fred Thursday from the series Endeavor.

Both films were directed by Oscar-winner James Marsh, who also directed *The Theory of Everything*, starring Eddie Redmayne and Felicity Jones, and documentary *Man on Wire*.

The spots started air across British TV, including Sky and Channel 4, as well as on digital platforms and in British cinemas on Jan. 16. The campaign will be followed by radio executions performed by ITV talent, due to launch within the next month.

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