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Jeff Aron Lable Directs Dwayne "The Rock" Johnson in Promo for HBO's "Ballers"

By **Robert Goldrich**

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In this promo for Dwayne "The Rock" Johnson's HBO series Ballers, Johnson's character grooms Green Bay Packers linebacker Clay Matthews for a post-NFL career as a SportsCenter anchor at ESPN.

Aptly titled "SportsCenter Basement," this spot reveals that Johnson has a full SportsCenter set--replete with anchor desk--in the basement of his house. We then see Matthews' comedy chops as he clumsily tries his hand at the SportsCenter intro. ESPN's Scott Van Pelt also appears in the promo.

Via Ignition Creative which served as hybrid agency/production/post house, the spot was directed by Jeff Aron Lable who recently joined the roster of production company Superlounge.

In Ballers, Johnson plays a retired NFL player getting his life on track in retirement while mentoring other current and former players.