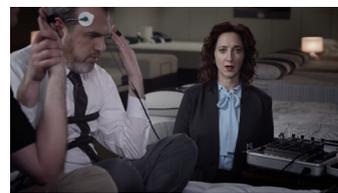




## Superlounge Director Jeff Aron Lable Tells the Truth About Serta and Sears

*Created via Doner, new commercial puts salesman through a "Lie Detector" test*

**LOS ANGELES** --(SPW)-- You can't believe everything you hear, and in a new spot created via Doner/Detroit and directed by Jeff Aron Lable of Superlounge (<http://superlounge.tv/director/jeff-aron-lable/>), Sears sets out to prove that its selection of Serta mattresses is everything it's cracked up to be. In the ad, a spokesman sings the store's praises while hooked up to a "Lie Detector". For added veracity, another man is hooked up to a machine, enabling him to offer confirmation that the spokesman is telling the truth. The two men



"Lie Detector", directed by Jeff Aron Lable of Superlounge

sit cross-legged on a mattress, beside which is a woman, on hand to back up the sincerity of the second man's statement.

"In a perfect world, every spokesperson would be hooked up to a lie detector," Lable mused. "Our guy's not annoyed that they're doing this to him. He gets why they don't believe him. It's an awesome deal. Too good to be true. But it's true." Lable was immediately impressed by what Creative Director Ken Spera, Art Director Michelle Musallam and Copywriter Alicia Liken had accomplished. "When I saw the board, it was clear that the idea, messaging and reveal were all tight and dovetailed with each other so closely, the best way to honor the spot was to keep it simple. This isn't meant to be broad. Definitely not goofy or over-the-top." Lable recalled that the team did not want "Lie Detector" to feel like a typical Sears spot and that sentiment was adhered to throughout the process. "I've never had so much fun during casting. Ken had some ideas that really pushed the casting to a cool place."

"Jeff knows funny," said Musallam and Liken in a joint statement, while connected to the lie detector from the spot. "It was great collaborating with him. Not only did he elevate the work with his style and sense of humor but he also made the experience enjoyable, from start to finish. His best quality? He easily makes new friends. Like Lynda, a mattress expert."