

## News & Features

ARCHIVE

Possessing a great talent for edginess and humour, [Jeff Aron Lable](#) decided to trade in his award-winning career as an agency art director for an award-winning career as a director.

Featured in Shoot New director Showcase 2007, New Director Showcase Cannes 2006, Boards Top 10 Directors to Watch, Lable has quickly risen to the top of his game.

Known for his reality-based performances and his sharp comedic sense, his spots exude a certain mischievousness with great 'throw-away' comic moments and subtle detailed humour.

Lable is able to capture the vigour and humour of MTV generation with his 'not over produced' aesthetic and 'real' performances. His work always feels current and alive.

For more information please contact:

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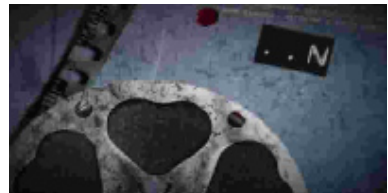
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