



Lava Studio Brings Its 'A' Game to Big 3 on CBS Sports

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Rapper, actor and now sports-league owner Ice Cube is trying to revolutionize basketball with his Big3 league, the third season of which is airing on CBS this summer.

Instead of the traditional game of five on five, Big3 is a super fast-moving game of three on three. Teams include former NBA and international players and games are played on half-court, with different shots counting as two, three and four points. The team that gets to 50 first wins the game.

Lava Studio and CBS Sports' campaign for Big3-which includes fun raps written by CBS Sports' Brian Konieczko and performed by Ice Cube-will rollout throughout this year. The campaign includes the spot above and the four below:

All-Stars

Great Things

Basketball Evolution

Sample

â€‹CREDITS

Client: CBS

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