



ADVERTISING ARCHIVE

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CASE STUDY

MAKING OF

"Stars" TV Commercial for DELL LAPTOPS by Y&R New York

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Advertiser: [Dell, Inc.](#)

Brand name: [Dell](#)

Product: [DELL LAPTOPS](#)

Agency: [Y&R New York Biscuit Filmworks](#)

Country: [United States](#)

Category: [Computers, PDAs & Calculators](#)

Released: October 2012

Credits & Description:

Media: TV

Geo: United States

Category: Electronics & Technology

Agency: Y&R

Brand: Dell

Advertising Agency: Y&R, New York, USA

Chief Creative Officer: Jim Elliott

Global Creative Director: Jim

Radosevic

Creative Director / Copywriter:

[Margot Owett](#)

[Show all credits](#)

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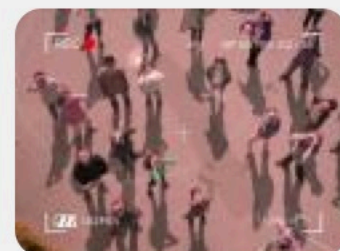
Latest Dell Ads & Commercials



Dell: Stars

TV & Cinema

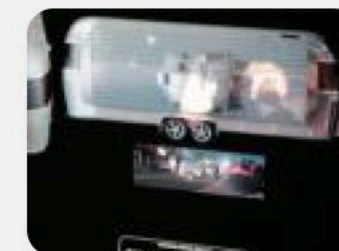
Advertiser: Dell, Inc.
 Brand: Dell
 Product: DELL LAPTOPS
 By: Y&R New York
 In: United States



Dell: Annie, The girl who could fly

TV & Cinema

Advertiser: Dell, Inc.
 Brand: Dell
 Product: Dell
 By: Y&R New York
 In: United States



Dell: Area 52

Ambient, Online, Case

Advertiser: Dell, Inc.
 Brand: Dell
 Product: Dell AlienWare
 By: Mediacom
 In: Australia

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