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DELL: STARS



Bringing back the stars.




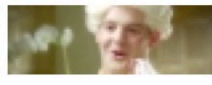
Ah, young love. How much more effective it can be when you have the power of Dell technology to work with. Y&R New York and Biscuit's Philippe Andre tell the story of Billy



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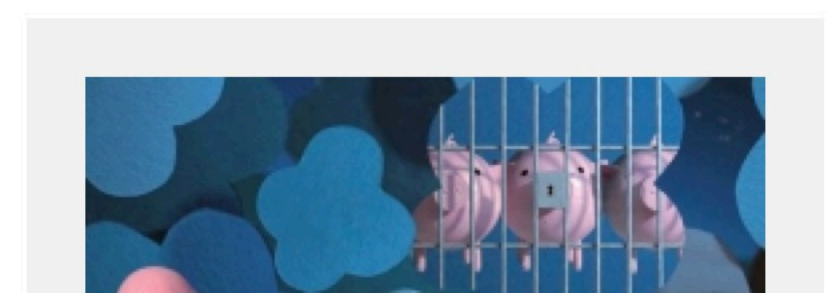
Agency: [Y&R New York](#)
CCO: [Jim Elliott](#)

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Bringing back the stars.
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AWARDS 2012



Bringing back the stars.

Ah, young love. How much more effective it can be when you have the power of Dell technology to work with. Y&R New York and Biscuit's Philippe Andre tell the story of Billy and Charlotte. When Charlotte moves to a city and misses seeing the stars every night, Billy uses the power of Dell to bring them back to her, in this charming spot that shows the very human impact that great tech can have.

The brand's emotional appeals continue. It previously featured "[Annie](#)," a girl who learned to fly -- all with the help of Dell.

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CCO: [Jim Elliott](#)

Client: [Dell](#)

GCD: [Jim Radosevic](#)

CD/CW: [Margot Owett](#)

CD/AD: [Fern Cohen](#)

Writer: [Elizabeth Polkinghorne](#)

AD: [Carlo Berreto](#)

EP: [Craig Jelniker](#)

EP: [Jessica Dierauer](#)

Prod. Co.: [Biscuit Filmworks](#)

Director: [Philippe Andre](#)

EP/Managing Director: [Shawn Lacy](#)

EP: [Colleen O'Donnell](#)

Producer: [Scott Kaplan](#)

DP: [Julian Whatley](#)

Production Design: [Jahmin Assa](#)

Editorial: [Final Cut](#)

Editor: [Joe Guest](#)

Assistant Editor: [Sonejuhi Sinha](#)

Producer: [Maggie Dunn](#)

EP: [Lauren Bleiweiss](#)

Online: [Absolute Post](#)

Flame Artist: [Nathan Kane](#)

Senior Producer: [Melissa Stephano](#)

EP: [Melanie Wickham](#)

Color: [Company 3](#)

Colorist: [Tim Masek](#)

Mix: [Heard](#)



Creativity Awards Report 2012

The year's winningest campaigns, companies and people.

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2012 Agency of the Year and A-List Call for Entries
Show-offs welcome. Deadline has been extended to Wednesday, November 21.

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