

ScreenWork :: Top Spot of the Week: Dell's "Meet Billy: The Boy Who Captured The Stars"

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Peer Rating : 5.0 out of 5 stars. 

Star-gazing and young love go hand in hand in director Philippe Andre's spot for Dell out of Y&R New York. When Billy's star-gazing partner Charlotte moves to the big city, the stars vanish before her eyes. Andre is with Biscuit Filmworks, which served as production house on the spot.



Credits

Client: Dell

Agency: **Young & Rubicam, New York** (no contact info)
Craig Jelniker, executive producer; Jim Elliot, chief creative officer; Jim Radosevic, global creative officer; Fern Cohen, art director; Margot Owett, copywriter.

Production Company: **Biscuit Filmworks**
Philippe Andre, director; Shawn Lacy, exec producer/managing director; Colleen O'Donnell, exec producer; Scott Kaplan, producer; Julian Whatley, DP; Jahmin Assa, production designer.

Editorial: **Final Cut**
Joe Guest, editor; Maggie Dunn, producer.

Categories

Media Type: Television Commercial

Genre: Romance

Delivery Type: Television

Content Type: Technology

SHOOT Category: Top Spot of the Week

Release Date: November 02, 2012

Duration: 30 seconds