



DELL ENTERS AN 'ALTERNATIVE UNIVERSE' WITH DELIGHTFUL Y&R SPOT

Trust Dell to show you the power of marketing. Dell has always done something new in marketing its ideas. The earlier ones have been so vivid and creative that you would be truly charmed by the sincerity in the presentation. The latest one too, has been so very appealing trying to take us to the alternative universe through the experience of a district manager while he travels.

Read the full article here:

[Dell Enters an 'Alternative Universe' With Delightful Y&R Spot](#)

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