

LES PRODUCTIONS PUBS DU PREMIER TRIMESTRE 2003

Chaque trimestre, le CFP-Belgium (ex-Club des Producteurs) et Media Marketing proposent de publier un récapitulatif des productions publicitaires réalisées au cours des mois écoulés. L'objectif poursuivi étant d'évaluer le volume économique des productions et de suivre son évolution dans le temps. Les informations publiées ci-après sont récoltées par le CFP-Belgium pour ses membres, et par MM pour les maisons de production non membres du CFP.

Non Membres CFP-Belgium

Title	Advertiser	Agency (country)	Director	Number of films	Shooting days	TV/Cinema	Shooting in Belgium or abroad
Production company - Armand Production							
J.U.P + Jongeren "Snow"/ "Karaté"/"Drummer"	Fortis	Tractor	Kris & Nico	5x20" NL+FR	2	TV/Cinema	Belgium
Danone & Fruits	Danone	Y&R	Richard DE ARAGUES	1x30" NL+FR	2	TV	Belgium
"Les Sumos: la calligraphie"	Danone/Vitalinea	Y&R	Kris & Nico	1x30" FR+NL	1	TV	Belgium
"Les Sumos: la cuillère/ le combat/la moquerie"	Danone/Vitalinea	Y&R	Kris & Nico	FR+NL	1	TV	Belgium
Meuritos	Kraft Foods Belgium	Y&R	Kris & Nico	1x30" + 1x20" NL+FR	2	TV	Belgium
"Streetzapper"	Fortis	Tractor	Serge HONOREZ	1x30" FR+NL	2	TV/Cinema	Belgium
"L'apprenti"/"La jeune fille"/"Le candidat"	Forem	Redcell	Serge HONOREZ	3x20"	1	TV/Cinema	Belgium
"Le retour nocturne"	Danone/Danio	Y&R	Kris & Nico	1x30" + 1x20" + 1x10"	2	TV	Belgium

Production company - Maman Production

Bayfolan Greenpower	Bayer Garden Benelux	RCA Communication Group	Raf & Roel	1x30"	1	TV	Belgium
Startersdag	Unizo	Absoluut Kado	Design is dead	1x30"	1	TV	Belgium
"Waterproof natte beroepen"	Maritieme Beroepen	BBDO Change	J. BAERT & L. VAN BAELEN	1x30"	1	CINEMA	Belgium
"In de hub"	DHL	Ogilvy One	Raf & Roel	2x7"	1	TV	Belgium
Dag van de Technologie	Stichting T.T.T.	BBC	Anke BLONDE	1x30"	1	TV	Belgium
Jan Hoet	Reynaers Aluminium	De Kie	Anke BLONDE	1x30"	1	TV	Belgium

Production company - Michel de Wouters

Lefte	Interbrew	Cathedral	Xavier GIANNOLI	1x30"	2	TV	Belgium
Touran	VW	DDB Louis XVI	Xavier GIANNOLI	1x30"	1	TV	Belgium
Tetley	Tetley	ZOA	Hugo & Ruben	2x10"	1	TV	Belgium
Cacharel	Cacharel	Air Paris	Thomas GLSOME	1x30"	3	TV	Belgium
Garnier	L'Oréal	Wam	Pascal D'HORAENE	1x30"	3	TV	Belgium
Lindt	Lindt & Sprüngli	Alternative	Phil JUDE	1x20"	2	TV	Belgium
Cha Cha	Lu	Euro RSCG	Ricardo DE CAVALHO	1x30"	4	TV	South-Africa
Evian	Danone	Euro RSCG	Bruno PRADEZ	1x10"	1	TV	Belgium
Poulain	Cadbury	TBWA	Phil JUDE	1x30"	1	TV	Belgium
Activ	Danone	DDB	Frank UYTENHOVE	1x20"	1	TV	Belgium
Bozar	PBA	Anouk Sendrowicz	J-C WOUTERS	1x20"	1	TV	Belgium
Fruitella	Fruitella	DDB Louis XVI	Arnaud ROUSSEL	1x20"	1	TV	Belgium
BIVV	BIVV	LG&F	Frank UYTENHOVE	1x15"	1	TV	Belgium
Velouté	Danone	Y&R	Thibaut DE CORDAY	2x20"	2	TV	Belgium
Hansaplast	Hansaplast	TBWA	Jean POISSON	1x20"	1	TV	Belgium
Colores del Mundo	AKZO Nobel	TBWA	Frank UYTENHOVE	1x20"	2	TV	Marocco
Gervais "Judo"	Danone	Y&R	Thibaut DE CORDAY	1x20"	1	TV	Belgium
Gervais "Patinoire"	Danone	Y&R	Thibaut DE CORDAY	1x20"	2	TV	Belgium

Membres CFP-Belgium

Production company - Czar films

"Youth advisor"	KBC	VVL/BBDO	Toon AERTS	1x30" + 1x35"	1	CINEMA	Belgium
"Rabbit"	Volkswagen	DDB	Koen MORTIER	1x20" + 1x30"	1	TV	Hungary
"Kettle"/"Malkovich"	Belgacom	Duval Guillaume	Rogier VAN DER PLOEG	2x30"	2	TV	Hungary
"Babies"	KBC	VVL/BBDO	Bart TIMMER	1x30"	1	TV	Belgium
Wakkere bakker "Tijd voor jezelf"/"Tijd voor Vrienden"/"Tijd voor de tuin"	VLAM	Duval Guillaume	Toon AERTS	3x40"	3	TV	South-Africa
"Cordless"	Belgacom	Duval Guillaume	Toon AERTS	1x30"	1	TV	Belgium
"Nest"	Jupiler/Interbrew	Leo Burnett	Koen MORTIER	1x30" + 1x45"	4	TV/Cinema	South-Africa
"Playstation"	Snickers	VVL/BBDO	Lars DAMOISEAUX	1x30"	1	TV	Belgium
"Robbery"/"Crossroads"	Skoda	Grey	Lieven VAN BAELEN	1x30" + 1x35" + 1x45"	2	TV	Spain
"Van Gogh"	Belgacom	Duval Guillaume	Toon AERTS	1x30"	2	TV	South-Africa

Production company - i-screen

Dash	Procter & Gamble	Leo Burnett	Patrice TOYE	4x30"	3	TV	Belgium
Parlement de la Communauté Française	-	-	Anne LEVY-MORELLE	1x18"	16	-	Belgium
Ariel Liquid	Procter & Gamble	Saatchi&Saatchi	Peter DIETRICH	1x30"	2	TV	Belgium
Ariel Tabs	Procter & Gamble	Saatchi&Saatchi Paris	Alain LAMBERT	1x30" + 1x25" + 1x15"	1	TV	Belgium
Dreft Liquid	Procter & Gamble	Leo Burnett	Ian EMES	1x30"	2	TV	Belgium
Mr Propre	Procter & Gamble	Grey	Olivier LEGAN	1x30" + 1x10"	2	TV	Belgium
Sunny Delight	Procter & Gamble	Saatchi&Saatchi Paris	Ian EMES	2x10"	1	TV	Belgium
Dreft/Mexx	Procter & Gamble	Leo Burnett	Frank UYTENHOVE	1x30"	2	TV	Mexico/Belgium
Dash 2 en 1	Procter & Gamble	Grey Milan	Régine MAHAUX	1x30"	2	TV	Belgium
CCB	-	-	Mind Crossing	10	10	-	Belgium

Production company - Lovo Films

Bedrijfswagen	Hyundai	Duval Guillaume	Victor 3D	1x10"	Animation	TV	Belgium
Sponsorings	Dinners Club	LDV Bates	Patrice GAUTOT	5x5"	Animation	TV	Belgium
M&Ms	Masterfood	VVL/BBDO	François MERCIER	1x10"	1	TV	Belgium
Nacht van het examen	Job@	Duval Guillaume	Frank DEVOS	2x20"	1	TV/Cinema	Belgium
Leerdammer	Leerdammer	Duval Guillaume	Blaise JADOUL	1x20"	1	TV	Belgium
Conditions spéciales	Hyundai	Duval Guillaume	Walking the dog	1x10"	Animation	TV	Belgium
Sponsorings	Clearasil	Mc Cann-Erickson	François MERCIER	2x7" + 4x5"	1	TV	Belgium
"Argent"	PASS	Kadratura	François MERCIER	1x20"	1	TV	Belgium
"Life is music"	Studio Brussel	Duval Guillaume	Frank DEVOS	5x20"	2	TV/Cinema	Belgium
Crossblade	Smart	Kadratura	François MERCIER	1x1"	1	-	Belgium
"I'm back"	Showstar	Anorak Supersport	François MERCIER	1x3'30"	1	TV	Belgium

Production company - Latcho Drom

Calgon "Linge 2003"	Reckitt Benckiser	Kadratura	Peter BOSTOEN	4x20"	2	TV	Belgium
"Balance"	Electrabel	VVL/BBDO	Stef VIAENE	1x30"	2	TV/Cinema	Belgium
"Prince"	Electrabel	VVL/BBDO	Stef VIAENE	1x30"	2	TV	Belgium
"Palais"	Electrabel	VVL/BBDO	Stef VIAENE	1x30"	2	TV	Belgium
Fanta "Straw"	Coca-Cola	Ogilvy	Manu COEMAN	1x30"	2	TV/Cinema	South-Africa
Profil "Jogging"	Nutricia	Duval Guillaume	Raoul RODRIGUEZ	1x30"	1	TV	Belgium
Mobalpa*	Cake/Paris	Australia/Paris	Jean-François CAMPOS	3	3	TV	-
Gan "Prevoyance"*	Cake/Paris	Leagas Delaney/ Paris-centre	Jean-Baptiste LEONETTI	1	1	TV	-
Gan "Auto"*	Cake/Paris	Leagas Delaney/ Paris-centre	Jean-Baptiste LEONETTI	1	3	TV	-
Gan "Entreprise"*	Cake/Paris	Leagas Delaney/ Paris-centre	Jean-Baptiste LEONETTI	1	1	TV	-

Production company - SabMucho!

"Basket"	Prévention SIDA	Euro RSCG United	Gil BAUWENS	1x30"	1	TV	Belgium
2003 année des pers. handicapés "Le Mur"	Ministère des affaires sociales	TBWA	Emma THAMIÉ	1x30"	1	TV	Belgium
"Bûcheron"	Opel	Mc Cann-Erickson	Sergio HONOREZ	1x20"	1	TV	Belgium
IGLO	IGLO-OLA	Mc Cann-Erickson	Juan SOLANAS & Henri HABANS	4x20"	4	TV	Belgium + South-Africa
"Natural Soap"	Persil	VVL/BBDO	Isabelle HENRICHES	1x20"	1	TV	Belgium
"Interim"	Toyota F1	BLD Europe	Frank VROEGOP	2x30" + 1x2'30"	2	TV	France
"Cleaner"	Toyota	BLD Europe	Frank VROEGOP	2x30" + 45" + 1'	1	TV	Germany
"Calèche" + "Minis canapés chèvre"	LU + BELIN	BETC	Eric AMBLARD	1x20" + 1x10"	2	TV	Belgium

Production company - Arizona

"Baby"	Brantano	TBWA	Henrik VON SYDOW	1x30"	2	TV	B/UK/HOL/LUX
"Swimming pool"	Brantano	TBWA	Henrik VON SYDOW	1x30"	3	TV	B/UK/HOL/LUX
"La pissotière"	Maestro	Advertising System	Pierre ISOARD	1x30"	1	CINEMA	Belgium
"Collecte sélective"	IBGE	Cayenne	François SCHMITT	1x20"	1	TV	Belgium

Production company - Pix&Motion

Dexia sponsoring	Dexia	Duval Guillaume	Ingrid LEMAIRE	4x5" NL	1	TV	Belgium
Nuon	Nuon	MW Taboo	Annamie VANDEPUTTE	2x30" NL+FR	1	TV	Belgium
Coke Light	Coca-Cola	Publicis	Annamie VANDEPUTTE	1x30"	2	TV	Belgium
BIVV	BIVV	Quattro d'Arcy	Raf WATHION + JP FRENAY	1x30" NL+FR	1	TV	Belgium
IKEA Textiel	IKEA	LDV Bates	Hervé HOLLE	1x30" + 2x10" NL+FR	2	TV	Belgium
Dexia	Dexia	Duval Guillaume	Laurence HAMBURGER	3x30" NL+FR	3	TV	Belgium
Shoes in the Box	Shoes in the Box	Darwin	Raf WATHION	2x30" NL+FR+promo	1	TV	Belgium
Opel	Opel	Mc Cann-Erickson	Raf WATHION	1x30" NL+FR	2	TV	Belgium
Tian Tey	Tian Tey	Cathedral	Raf WATHION	1x30"	3	TV	Belgium
JBC	JBC	LDV Bates	Jacques VERECKEN	1x30" NL	2	TV	Belgium
"Green room"	IKEA	LDV Bates	Ingrid LEMAIRE	4x10" NL+FR	1	TV	Belgium
Opel sponsoring	Opel	Mc Cann-Erickson	Ingrid LEMAIRE	4x5" NL	1	TV	Belgium
M&M	Masterfood	VVL/BBDO	Didier MALCHIARE	1x10" + 1x20"	1	TV	Belgium

Production company - Roses Are Blue

"Tennis"	Belgacom	Duval Guillaume	Frank VAN PASSEL	1x30"	1	TV	Belgium
"Bodyguards"	C&A	De Boeck Van Hest	Bram VAN RIET	1x25" + 5x10"	2	TV	Abroad
Mc Donalds	Mc Donalds	TBWA - Paris	Bram VAN RIET	1x30"	1	TV	Abroad
"Circus kanon"	Pecotex	WWDB/Escape	Bart VAN DEN BEMPT	1x30"	1	TV	Belgium
"Skateboard"	Telenet	LDV Bates	Bram VAN RIET & Bart VAN DEN BEMPT	1x30"	1	TV	Belgium
"Japanners"	Buscopan	Publicis	Ivan GOLDSCHMIDT	1x30"	1	TV	Belgium
Coke Lab	Coca-Cola	Mc Cann-Erickson	Dimitri KARAKATSANIS	3x30"	3	TV/Cinema	Belgium
"Snowwhite" & "Glasses"	Spa	Duval Guillaume	Frank VAN PASSEL	2x30"	2	TV	Abroad
Club Med	Club Med	Publicis	Bart VAN DEN BEMPT	1x20"	1	TV	Belgium
"Waardebou"	Telenet	LDV Bates	Bart VAN DEN BEMPT	1x30"	1	TV	Belgium
Luminus	Luminus	DDB/Kado	Bram VAN RIET	4x30"	4	TV	Abroad
Kriek Bellevue	Interbrew	Duval Guillaume	Ivan GOLDSCHMIDT	11x5"	1	TV	Belgium
Erfgoedweekend	Erfgoedweekend	Erfgoedweekend	Dimitri KARAKATSANIS	1x30"	1	TV	Belgium
Appelsientje	Appelsientje	Euro RSCG United	Bart VAN DEN BEMPT	6x30"	3	TV	Belgium

Zabriskie Films

"Cheap"	Belgica Meubelen	Ten	Untitled	1x20"	1	TV	Belgium
Purchasing process	Cegelec	-	Ludo TIMMERMANS	1x4'51"	2	-	France & UK
Côte d'Or 120 ans	KJS	Euro RSCG United	V. LANOOL TIMMERMANS	10x30"	5	TV	Belgium
"A l'amitié"	Diekirch/Interbrew	Orbite Conseil	Patrick VAN HAUTEM	1x30" + 1x45'	3	TV	South-Africa
"Bubbles"*	Palmolive/Colgate	Y&R Paris/Claude DELON	Alain GOURRIER	1x30"	2	TV	Belgium

* productions exécutives