

LES PRODUCTIONS PUBS DU PREMIER TRIMESTRE 2004

Chaque trimestre, le CFP-Belgium 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
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Production company - Armand Production

Proximus 10 ans concert Wim Mertens	Proximus	Ogilvy	Gil Bauwens	2x30"	4	TV	Belgium
Lu - Petit Lu - Croquet	Lu	Y & R	Kris & Nico	1x25"	1	TV	South Africa
Crédit Mutuel - Le client au coeur de la relation	Crédit Mutuel	McCann France	Kris & Nico	1x30"	3	TV	Belgium
Ford Focus C-Max-Soprano	Ford	Ogilvy	Spike & Jones	1x5"	1	TV	Belgium
Devos & Lemmens - Butterfly	Campbell's	Y & R	Sergio Honorez	1x20"	1	TV	South Africa
Pepper News -The Cut	Pepper News	Bialek & Partners	Sergio Honorez - Spike & Jones	1x30"	1	TV	Belgium
Leo - Casino	Kraft	Y & R	Kris & Nico	1x25"	1	TV	Belgium

Production company - Ed

Dove Boat	Unilever	Ogilvy Istanbul	Régine Mahaux	1x30"	1	TV	Turkey
Dove Vespa	Unilever	Ogilvy Istanbul	Régine Mahaux	1x30"	1	TV	Turkey
Total Improvement	Total	Link McCann Istanbul	Lieven Van Baelen	1x30"	2	TV	Turkey
Whiskas Clock	Mars	BBDO Moscow	Vincent Bal	1x30"	2	TV	Russia
Cortina	Nestlé	Pubicis Warsaw	Lukas Zadzynsky	1x30"	2	TV	South Africa
La Cremeria	Nestlé	Pubicis Warsaw	Bruno Decharme	1x30"	2	TV	South Africa
Anadolu Insurance Car	Anadolu	Illetisim Istanbul	Olaf van Gerwen	1x30"	1	TV	Turkey
Anadolu Insurance Home	Anadolu	Illetisim Istanbul	Olaf van Gerwen	1x30"	1	TV	Turkey
Anadolu Insurance Office	Anadolu	Illetisim Istanbul	Olaf van Gerwen	1x30"	1	TV	Turkey

Production company - Maman Production

Lait N°1	Danone	GV Company	Sergio Honorez	2x25"	1	TV	Belgium
Story	Story - Sanoma	VVL BBDO	Anke Blondé	3x2x5"	1	TV	Belgium
Six Flags	Six Flags	Ad Store	Emma Thamie	3x30"	3	TV	Belgium
CD&V	CD&V	Quattro Saatchi	Dan Botbol	1x60"	1	Cinema	Belgium
Startersdag	Unizo	Absoluut	Anke Blondé	1x30"	1	TV	Belgium
Lait N°1	Danone	Gv Company	Danny Willems	2x30"	1	TV	Belgium
Het Nieuwsblad - Romantische films	V.U.M.	GV Company	Raf & Roel	1x30"	1	TV	Belgium
Het Nieuwsblad - Wielrenners	V.U.M.	GV Company	Danny Willems	1x20"	1	TV	Belgium
Het Nieuwsblad - Detective	V.U.M.	GV Company	Dan Botbol	1x20"	1	TV	Belgium
Het Nieuwsblad - Alzheimer	V.U.M.	GV Company	Dan Botbol	1x20"	1	TV	Belgium
Het Nieuwsblad - Hopla	V.U.M.	GV Company	Dan Botbol	1x20"	1	TV	Belgium
Het Nieuwsblad - Mark Helsen	V.U.M.	GV Company	Alina Kneepkens	1x20"	1	TV	Belgium

Production company - Michel de Wouters

Santé Sexuelle	Pfizer	DDB	Jean-Claude Wouters	1x30"	1	TV	Belgium
Zero	KJS	Y & R	Ricardo de Carvalho	1x35"	2	TV	Island
Golf	BMW	G & Co	Frank Uyttenhove	1x15"	1	TV	South Africa
Restaurant	BMW	G & Co	Frank Uyttenhove	1x15"	1	TV	South Africa
Trèfle	BMW	G & Co	Frank Uyttenhove	1x15"	1	TV	South Africa
Le Panier	Danacol	Y & R	Kris & Nico	1x30"	1	TV	Belgium
Parents	Mc Donald's	TBWA	H. de Wurstemberger	1x30"	2	TV	Belgium
"Oui"	Hansaplast	TBWA	Frank Devos	1x40"	2	TV	Belgium
Preselection	Tele2	JWT	Jean-Luc Voulfow	1x30"	1	TV	Belgium
Combination	Tele2	JWT	Jean-Luc Voulfow	1x30"	1	TV	Belgium
Folded Bill	Tele2	JWT	Jean-Luc Voulfow	1x30"	1	TV	Belgium
A question	Tele2	JWT	Jean-Luc Voulfow	1x30"	1	TV	Belgium
Stamps	Tele2	JWT	Jean-Luc Voulfow	1x30"	1	TV	Belgium
Beep	Tele2	JWT	Jean-Luc Voulfow	1x30"	1	TV	Belgium
Barbecue	Tucky's	Euro RSCG	Barry Myers	1x25"	2	TV	Belgium
Milk & Cereals	Prince	Y & R	Ricardo de Carvalho	1x25"	2	TV	Belgium
Le Lit	Daikin	Dentsu	Frank Uyttenhove	1x30"	2	TV	Belgium
Le Cambriolage	Minimir	TBWA	Hans Van Rijs	1x20"	1	TV	Belgium
Pop	Sunsilk	JWT	Frank Devos	2x20"	1	TV	Belgium

Title	Advertiser	Agency (country)	Director	Number of films	Shooting days	TV/Cinema	Shooting in Belgium or abroad
Production company - CCCP							
Jens zoekt een lief	Radio Donna	LG&F	Brecht Vanhoenacker	5x20"	1	TV	Belgium
100 ideeën	De Morgen	DG Brussels	Fien Troch	1x30", 1x20"	1	TV	Belgium
A Park Life	De Standaard	LDV	Erik Bulckens	1x30"	1	TV/Cinema	Belgium
Stok, Janken, Territorium, Postbode, Snuffelen	Opel Sponsoring Man Bijt Hond	McCann	Brecht Vanhoenacker	5x5"	1	TV	Belgium
Ach dan koop je toch gewoon een nieuwe	Hyundai	DG Brussels	Fien Troch	5x15"	1	TV	Belgium
Motorcross - Timmerman - Glasbak	KlaraFestival	LG&F	Fien Troch	3x15"	1	TV	Belgium
Klara Team: Schotland/Bulgaria	Klara	LG&F	Johan Seeuws	2x30", 2x60"	1	TV	Schotland/Bulgaria
Brussels FilmFestival du Film de Bruxelles	FFFB	-	Michael R. Roskam	1x20" 1x25"	1	TV/Cinema	Belgium
Production company - Mamatango							
Primes	Ministère Wallon de l'Energie	Cible	Michael Havenith	1x40"	1	TV	Belgium
La Fonction publique	Ministère de la Fonction publique	-	Eric Figon	1x30"	1	TV	Belgium
Digicode Cetrel	Cetrel	Binsfeld Communication	Scyndia de Barros	3x21"	1	TV/Cinema	Belgium
Conseils environnementaux	Ministère de l'Environnement	-	Michael Havenith	26x45"	6	TV	Belgium
Banque de Luxembourg	Banque de Luxembourg	Binsfeld Communication	Dan Botbol	3x15"	1	TV	Belgium
Membres CFP-Belgium							
Production company - Pacha Production							
Plug TV	Plug TV	Euro RSCG	Jérôme Cabane	1x30"	2	TV/Cinema	Belgium
Humanitech	Humanitech	Dialogic	Pacha	1x30"	2	TV/Cinema	Belgium
Meurisse	Meurisse	Y & R	Christian Dauphin	1x10"	1	TV	Belgium
Fiat	Fiat	Leo Burnett	Joel Franka	6x10"	1	TV	Belgium
Production company - Czar films							
Dumpster	Kaiser	DDB Seattle	Lieven Van Baelen	1x45"	1	TV	Belgium
Foam	Mobistar	Air Brussels	Lieven Van Baelen	1x30"	1	TV	Belgium
Switch	Nuon	M&W Antwerp	Koen Mortier	1x40" / 2x20"	2	TV	Belgium
Brand	Mobistar	Air Brussels	Lieven Van Baelen	1x45" / 1x30"	4	TV	South Africa
Pas Chic et Pas Cher	Arno	Virgin France	Lionel Goldstein	1x3'30"	3	TV	Belgium
Egyptian	Leroux	DDB Lille	Lars Damoiseaux	2x30"	1	TV	Belgium
Production company - i-screen							
Procter & Gamble	Vizir	Leo Burnett Paris	Alain Lambert	1x30" + 1x15"	1	TV	Belgium
Procter & Gamble	Ariel	Saatchi & Saatchi	Peter Dietrich	1x30"	1	TV	Belgium
Procter & Gamble	Dreft	Leo Burnett	Ian Emes	1x30"	2	TV	Belgium
Procter & Gamble	Swiffer	Leo Burnett Paris	Bruno Decharme	1x30"	2	TV	Belgium
Procter & Gamble	Swiffer	Leo Burnett Paris	Bruno Piney	4x15"	2	TV	Belgium
Procter & Gamble	Bonux	Leo Burnett	Patrice Toye	1x20"	2	TV	Belgium
Procter & Gamble	Dash	Grey Milan	Jakob Verbruggen	1x30"	2	TV	Belgium
Procter & Gamble	Mr Propre	Grey	Olivier Legan	1x30"	3	TV	Belgium
Procter & Gamble	Ariel	Saatchi & Saatchi Paris	Alain Lambert	1x25"	2	TV	South Africa
"Parlement Européen Bilan Législature 1999-2004"	"Parlement Européen Bilan Législature 1999-2004"	-	-	9x25'	10	-	Sweden, Belgium, France
Production company - Latcho Drom							
Loterie Nationale "La Bombe"	Loterie Nationale	LG&F	Raf & Roel	1x30"	1	TV	Belgium
Loterie Nationale "Shining"	Loterie Nationale	LG&F	Raf & Roel	1x35"	1	TV	Belgium
Elections Européennes 2004	Parlement Européen	Parlement Européen	Eric Barbier	1x30"	5	TV	Belgium
Saint Amand	Saint Amand	Raison de Plus / France	Sergio Honorez	2x15"	2	TV	South Africa
Studio Brussel "Jean-Baptiste"	Studio Brussel	DG Antwerp	Manu Coeman	1x60 - 5x30"	3	TV/Cinéma	Burkina Faso
Maison du Café	Maison du Café	FCB Paris / Noose Paris	Stef Viaene	1x15"	2	TV	Belgium
Chèques Formation	Région Wallonne	Red Cell	Thierry Dory	1x30"	1	TV	Belgium
Lotto C'est moi ! "Bureau"	Loterie Nationale	Lowe	Thierry Dupety	1x30"	1	TV	Belgium
Lotto C'est moi ! "Buée"	Loterie Nationale	Lowe	Thierry Dupety	1x30"	1	TV	Belgium
Lotto C'est moi ! "Couette"	Loterie Nationale	Lowe	Thierry Dupety	1x30"	1	TV	Belgium
BIVV "De Taart"	BIVV	Quattro Saatchi	Stef Viaene	1x30"	1	TV	Belgium
Danio "La souris"	Danone	Y&R	Simon Lelouch	1x30"	1	TV	Belgium
Danio "Le dinosaure"	Danone	Y&R	Simon Lelouch	1x30"	1	TV	Belgium
Bruxelles Propreté "Basket"	Bruxelles Propreté	TBWA	Raf & Roel	1x30"	1/2 jour	TV	Belgium
Bruxelles Propreté "Maman"	Bruxelles Propreté	TBWA	Raf & Roel	1x30"	1/2 jour	TV	Belgium
Bruxelles Propreté "Frigo"	Bruxelles Propreté	TBWA	Raf & Roel	1x30"	1/2 jour	TV	Belgium
Woolite Black	Reckitt-Benckiser	Euro RSCG	Christian Dauphin	1x25"	1	TV	Belgium
Bonjour "Le Hammam"	Nestlé	Publicis Paris/ Première Heure Paris	Stef Viaene	1x30"	2	TV	Belgium

Title	Advertiser	Agency (country)	Director	Number of films	Shooting days	TV/Cinema	Shooting in Belgium or abroad
Production company - Lovo Films							
Bergasol	Omega Pharma	Business (France)	Bruno Pradez	30"/20"/3x10"	3	TV	Belgium/Europa
Miracoli	Henkel	GV Company	Frank Devos	1x45" + 1x30"	2	TV/Cinema	Belgium
Love Passion	Thou	Rock'oco	Francois Mercier	1x3'30"	1	TV	Belgium
Fish	Flandria	Markee	Frank Devos	1x30"	1	TV	Belgium
Production company - Roses Are Blue							
Café Grand Mère	Café Grand Mère	Y&R Paris	Frank Van Passel	1x12"	1	TV	Belgium
Dienstencheques	VDAB	Grey	Dimitri Karakatsanis	1x30"	1	TV	Belgium
Electrabel 'Bikers'	Electrabel	VVL BBDO	Bram Van Riet	1x20"	1	TV/Cinema	Belgium
Electrabel 'Sperm'	Electrabel	VVL BBDO	Bram Van Riet	1x15"	1	TV	Belgium
GB 'Love Story'	GB	Cathedral	Bram Van Riet	1x30"	1	TV	Belgium
GB 'Tous Chez GB'	GB	Cathedral	Bram Van Riet	1x30"	1	TV/Cinema	Belgium
Kriek 'Flashback'	Interbrew	DG Brussels	Ivan Goldschmidt	1x30"	1	TV/Cinema	Belgium
Kriek 'belle Vue'	Interbrew	DG Brussels	Ivan Goldschmidt	1x30"	1	TV/Cinema	Belgium
Kriek 'I know what you'll drink'	Interbrew	DG Brussels	Ivan Goldschmidt	1x10"	1	TV/Cinema	Belgium
Opel 'Vliegtuig'	Opel	McCann	Bart Van den Bempt	1x30'	1	TV	Belgium
Spa 'Maffia'	Spa	DG Brussels	Frank Van Passel	1x30	1	TV	Belgium
Telenet 'Happy Birthday'	Telenet	LDV	Bram Van Riet	1x30	1	TV	Belgium
Telenet 'Pizza'	Telenet	LDV	Bram Van Riet	1x30'	1	TV	Belgium
Telenet 'Pizz-a-papa'	Telenet	LDV	Bram Van Riet	1x30'	1	TV	Belgium
VW Passat 'Lost'	Volkswagen	DDB	Bart Van den Bempt	1x20'	1	TV	Belgium
VW Passat 'Hitchhiker'	Volkswagen	DDB	Bart Van den Bempt	1x20'	1	TV	Belgium
Production company - Pix & Motion							
Pearle	Pearle	LDV	Bart Van Dam	3x30" NL + FR	3	TV	Belgium
Pim's	Lu	Euro RSCG	David Charhon	3x20" - 2x10" NL+FR	2	TV	Belgium
Shoe Discount	Shoe Discount	LDV	Tom Geens	1x20" - 1x30" NL+FR	2	TV	Belgium
Axa	Axa	LG&F	Ingrid Lemaire	1x30" NL	1	TV	Belgium
BOB	BIVV	De Kie Communication	Kris & Nico	1x30" FR & NL	1	TV/Cinema	Belgium
Luminus	Luminus	DDB	Kene Illegems	1x30" NL	3	TV	Belgium
Minute Maid	Coca Cola Belgium	Publicis	Anne Marie Vandeputte	1x30" NL	2	TV	Belgium
Belgacom	Belgacom	DG Brussels	Ingrid Lemaire	1x30" NL + FR	1	TV	Belgium
Chaudfontaine	Chaudfontaine	LG&F	Dorothee Vandenberghe	1x30" -1x40" NL	1	TV	Belgium
C&A	C&A	Square	Jan Bultheel	4x20"	2	TV	Belgium
TV7	TV7	DG Antwerp	Ingrid Lemaire	1x25" NL	1	TV	Belgium
Egalité des chances	Centre pour l'Egalité des chances	Tagora	Vivian Goffette	1x30" NL + FR	2	TV	Belgium
Danette	Danone	Y & R	Danny Willems	2x15" -1x20" FR+NL	1	TV	Belgium
Radio Donna	Radio Donna	LG&F	Kurt De Leijer	2x30" NL	1	TV	Belgium
Production company - Key Line							
The Grandfather	VLAM	Quattro Saatchi	Xavier Mairesse	2x30"/1x45"	1	TV	Belgium
Neen spot	Passendaele	Germaine	Lukas Bossuyt	3x15"	3	TV	Belgium
The Priest	Coca Light	Publicis	Xavier Mairesse	1x30"	2	TV/Cinema	Costa Rica
"The Thread"	Pasta Knorr	JWT	Sven&Calle	1x30"	2	TV	Belgium / Netherlands
"le berger"	Total	VVL BBDO	Xavier Mairesse	1x40" + 1x30"	2	TV	Portugal
"La chaise"	Suva	McCann	Xavier Mairesse	1x45"	3	TV	South Africa
Production company - Sab Mucho							
"Crédit auto"	Ethias	McCann	Benoît Feroumont	1x40"	-	Internet	Belgium
Renault Laguna "Ingénieurs"	Renault	Publicis	Gil Bauwens	1x30"/1x35"/1x45"	5	TV	South Africa
"Poussette"	Société Générale	Lowe Alice France	Christophe Navarre	1x20"	1	TV	Belgium
"Bisou"	Société Générale	Lowe Alice France	Christophe Navarre	1x20"	1	TV	Belgium
"Crédit hypothécaire"	Ethias	McCann	Benoît Feroumont	1x45"	-	TV	Belgium
"Multi Security"	Ethias	McCann	Benoît Feroumont	1x15"/1x5"	-	TV	Belgium
Production company - Zabriskie Films							
Artisanat "diner/couple"*	Artisanat	Alternative	Erick Zonka	1x30"	2	TV	Belgium
Opel Movano "Aircro"	Opel	McCann	Didier Malchaire	1x10"	0	TV	Belgium
Maroc Telecom "Attraction"	Maroc Telecom	Zone Bleue	Patrick Van Hautem	1x30"	1	TV	Marocco
Président "le pari"/ "les co-locataires"	Président	DDB Paris	Erick Zonka	2x30"	2	TV	Belgium
Fanta "vending machine"	Coca Cola	Ogilvy Athens	Patrick Van Hautem	1x35"	1	TV	South Africa
Fanta "lasso"	Coca Cola	Ogilvy Athens	Patrick Van Hautem	1x35"	2	TV	South Africa
Base "weekend package"	Base	Darwin	Tony Kock	6x10"	0	TV	Belgium
Colgate	Colgate/Palmolive	Y&R Paris	Jean Achache	Many	2	TV	Belgium
Production company - Arizona							
Pharmaton	Boeringer Ingelheim	GBH	Scydia de Barros	4x15"	5	TV	Belgium
Dorsale Wallonne	Ministère de la Région wallonne	Tagora	Eric Figon	1x30"	1	TV	France
Nouvelles énergies	Ministère de la Région wallonne	Tagora	Fabrice Armand	1x1 '	3	TV	Belgium

* Productions exécutives.