

Les productions pubs du premier trimestre 2005

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.

MEMBRES CFP-BELGIUM

| Title | Advertiser | Agency | Director | Nr of films | Days | Tv/Cin | Country |
|---|---------------|-------------------------|-------------------|---------------|------|-----------|--------------|
| Production company - czar.be | | | | | | | |
| The Dream | Eristoff | LG&F | Koen Mortier | 1x60" + 1x45" | 3 | TV/Cinema | Brazil |
| Waterslide/Fish bowl/Lighting bulb/Mosquitoes | Lipton Ice | KesselsKramer Amsterdam | Toon Aerts | 3x20" + 1x10" | 2 | TV | Belgium |
| Grandson | Proximus | LG&F | Toon Aerts | 1x30" + 2x10" | 3 | TV | South Africa |
| The Phone Call | Lowie | Joe Vanhoutteghem | Joe Vanhoutteghem | 1x60" + 1x30" | 2 | TV | USA |
| Jumping | Walibi World | Tagora.com | Lars Damoiseaux | 1x30" | 1 | TV | Netherlands |
| Nicole & Hugo / Plastic Bertrand | JBC | Duval Guillaume Antwerp | Lieven Van Baelen | 2x30" | 2 | TV | Belgium |
| Against | Deutsche Bank | Mortierbrigade | Koen Mortier | 1x60" + 1x45" | 5 | TV | Argentina |

Production company - i-Screen

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|----------------------------|-----------------|---------------------|--------------------------------|---------------|---|-----------|---------|
| Viakal | P&G | Leo Burnett (Paris) | Bruno Decharme | 1x30" + 1x20" | 3 | TV | Belgium |
| Dreft Fairy | P&G | Grey (London) | Michel Israël | 3x10" | 1 | TV | Belgium |
| Match de Rugby & Truite II | P&G | Grey | Bruno Resnais | 2x30" | 2 | - | Belgium |
| Mr Propre | P&G | Grey | Bruno Resnais | 4x11" + 1x11" | 1 | - | Belgium |
| Mr Propre | P&G | Grey | Stéphane Le Parc | 1x30" | 3 | TV | Belgium |
| GS1 | - | - | Serge Hannecart | 1x1' 40" | 1 | - | Belgium |
| Mr Propre | P&G | Grey | Bruno Resnais | 1x15" | 1 | TV | Belgium |
| Dreft | P&G | Leo Burnett | Peter Dietrich | 3x30" + 1x10" | 2 | TV | Belgium |
| Opel | G. M. | Mc Cann - Erickson | Sébastien Goyon & Peter Borghs | 3x5" | 1 | TV | Belgium |
| Objectif 1 | Région Wallonne | Tostaky | Olivier Boonjing | 1x30" | 2 | TV/Cinema | Belgium |
| Pantene | P&G | Grey | Michel Houssiau | 2x10" | 1 | TV | Belgium |

Production company - Latcho Drom

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|------------------------------------|--------------------|------------------|----------------------------|---------------|----|----|-----------|
| Solo Delifine | Unilever | Lowe | Alexandre Mehring | 1x30" | 2 | TV | Belgium |
| Office & Kitchen | Come a Casa | DG Brussels | Brian Baderman | 2 x 25" | 2 | TV | Belgium |
| Le Soir Encyclopédie Belgique | Rosset | / | Christophe Fraipont | 1x20" | 0 | TV | Belgium |
| Silence | Persee Medica | AD store | Didier Malchaire | 1x20" | 3D | TV | Belgium |
| Fitness - Salle - Restaurant | Apec | Devarrieux Paris | Guillaume Pixie | 3x20" | 2 | TV | Belgium |
| Caravan | KBC | VVL/BBDO | Manu Coeman | 1x10" + 1x30" | 1 | TV | Belgium |
| Milner | Campina Passendale | Germaine BBDO | Pascal Dash | 3x20" | 1 | TV | Belgium |
| Now - Next | VRT - één | TBWA | Raf & Roel | 120x5" | 3 | TV | Belgium |
| Monza clip - Dood aan alle Meisjes | EMI Music | / | Raf & Roel | 1 | 1 | TV | Belgium |
| Minute Maid - Fresh Mix | Coca Cola Belgium | Publicis | Stef Viaene and Raf & Roel | 1x30" | 2 | TV | Argentina |
| Le Soir DVD Frisson | Rosset | / | Yves Van Herstraeten | 1x20" | 0 | TV | Belgium |

Production company - Lovo Films

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|-----------------------|---------------------------------|-------------------------|------------------|---|---|----|--------------|
| Car / Office | RMB | Cathedral | Serdar | 2 | 2 | TV | Belgium |
| Holiday / Totti | Knorr (Unilever) | PPGH JWT Amsterdam | Frank Devos | 2 | 4 | TV | Belgium |
| Suitcase / Sled | Touring Assistance | Nextage | Francois Mercier | 2 | 2 | TV | France |
| Parasol / Bike / Bull | Touring Assistance | Nextage | Francois Mercier | 3 | 2 | TV | South Africa |
| Nature | Mercator Home Insurance | Duval Guillaume Antwerp | Frank Devos | 1 | 1 | TV | South Africa |
| Vegetables | Knorr (Unilever) | PPGH JWT Amsterdam | Frank Devos | 1 | 1 | TV | Netherlands |
| Sugar Baby | Lipton Ice tea Light (Unilever) | JWT | Frank Devos | 1 | 1 | TV | Belgium |

Production company - Pacha Production

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|------------------|--------------------|------------------------|-------------------------|---------------|---|----|---------|
| Assurances ROR | Assurance Maladie | DDB France | Henning Winkelmann | 1x30" | 2 | TV | Belgium |
| Dieetpocket | Magnet Magazines | GV Company | David Martinez | 1x30" | 1 | TV | Belgium |
| Q music | VMM | Sake | David Martinez | 1x20" | 1 | TV | Belgium |
| Cora | Cora | AD store | David Martinez | 6x30" | 2 | TV | Belgium |
| Movie Park | Movie Park Germany | Tagora | Post production | 1x20" | 1 | TV | Belgium |
| Peugeot | Peugeot | Euro RSCG | Joël Franka | 1x20" | 1 | TV | Belgium |
| Yop | Yoplait | Posternak Margerit | Jérôme Py | 3x15" | 1 | TV | Belgium |
| Garnier | Garnier | Publicis France | Jean-François Gschwindt | 1x20" + 1x30" | 5 | TV | Belgium |
| Recette Crèmeuse | Danone | Young & Rubicam France | Didier Canaux | 1x25" | 1 | TV | Belgium |
| Le Gaulois | LDC | Draft France | Alain Brunard | 1x15" | 1 | TV | Belgium |

Production company - Pix Film Production

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|----------------------|----------------|--------------------------|----------------------|-------|---|----|---------|
| Puree | Lutosa | Claeys Consult | Ingrid Lemaire | 1x30" | 1 | TV | Belgium |
| Tutte/Enfant/Lifting | GB | Cathedral | David Charhon | 3x30" | 2 | TV | Belgium |
| Pearle | Pearle | LDV | Annie Vandeputte | 1x30" | 2 | TV | Belgium |
| Sparen en Beleggen | KBC | VVL/BBDO | Raf Wathion | 1x45" | 2 | TV | Belgium |
| Slaapplezier | Ikea | Germaine | Dorothee Vandenbergh | 1x30" | 1 | TV | Belgium |
| Songwriter | Luminus | DDB | Kene Illegems | 1x35" | 4 | TV | Belgium |
| Wakkere Bakker | Wakkere Bakker | Duval Guillaume Brussels | David Charhon | 5x20" | 2 | TV | Belgium |
| Handyman | Radio Donna | LG&F | Kurt de Leijer | 1x30" | 1 | TV | Belgium |

Production company - Roses Are Blue

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|--------------------|-----------|--------------------------|----------------------|---|---|-----------|-----------|
| Idents | TV1 (EEN) | TBWA | Bram Van Riet | 6 | 3 | TV | Belgium |
| Leeuw | Radio 1 | DG Brussels | Frank Van Passel | 1 | 1 | TV/Cinema | Belgium |
| Martin Luther King | Radio 1 | Duval Guillaume Brussels | Frank Van Passel | 1 | 1 | TV | Belgium |
| De Gordel | BIVV | Choco | Dimitri Karakatsanis | 1 | 1 | TV | Belgium |
| Veiligheid | NAVb | Spitz | Tom Geens | 1 | 1 | TV | Belgium |
| ING Card | ING | Euro RSCG | Frank Van Passel | 3 | 3 | TV | Belgium |
| Wine | Telenet | LDV | Kurt De Leijer | 1 | 1 | TV | Belgium |
| Bigfoot + Shopping | Peugeot | Euro RSCG | Frank Van Passel | 2 | 1 | Internet | Spain |
| Dynamo | Nuon | LDV | Frank Van Passel | 1 | 3 | TV | Argentina |
| HaHaHandicap | GRIP | Choco | Kurt De Leijer | 1 | 1 | TV | Belgium |

Production company - SabMucho!

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|----------------------|---------|----------------------|--------------------|------------------|--------------|--------------|--------------|
| "First" | Ethias | McCann-Erickson | Pascal Chinarro | 1x30" | 1 | Animation TV | Belgium |
| "Le poulet" | Fiat | Leo Burnett (France) | Les Elvis | 1x30" | 1 | TV | Belgium |
| "Habitation" | Ethias | McCann Erickson | Benoît Feroumont | 1x25" | 1 | Animation TV | Belgium |
| "Color Pulse" | L'Oreal | McCann Erickson (Fr) | Emma Thámie | 1x20"+1x10"+1x5" | 3 + prelight | TV | Belgium |
| "Jockey Petit Encas" | Danone | Young & Rubicam (Fr) | Jean-Pierre Vergne | 1x25" | 1 | TV | Belgium |
| Campina | Campina | Germaine | Valérie Clement | 1x20" | 1 | TV | South Africa |

Production company - Zabriskie Films

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|---------------------------|-----------------|--------------------------|--------------------|--------------|---|-----------|---------|
| Jupiler youngster bottle | Inbev | Seven | Patrick Van Hautem | 1x30" | 1 | TV/Cinema | Belgium |
| Diekirch / long neck | Inbev | advantage | Didier Malchaire | 1x20" | 1 | TV | Belgium |
| Maes / Heren maken de man | Maes | Ldv/redcell | Zanadu | 2x5" | 1 | TV | Belgium |
| Benecol | Johnson&Johnson | 7 beaufort | Didier Malchaire | 7x30" | 1 | TV | Belgium |
| Chrysler Stow'n go | Chrysler | Darwin | Filip Vangeffelen | 1x30" | 0 | TV | Belgium |
| ING running tour | ING | Euro RSCG | Didier Malchaire | 2x30" | 1 | TV | Belgium |
| Antikal | P&G | Leo Burnett | Zanadu | 1x25" + 1x5" | 1 | TV | Belgium |
| Mmmmmelk | Viam | Darwin | Zanadu | 1x10" | 1 | TV | Belgium |
| Zespi Green / kiwi | Zespi | Lielens&Partners | Michel Perin | 1x15" | 1 | TV | Belgium |
| Maes / Film | Maes | Ldv/redcell | Zanadu | 6x5" | 1 | TV | Belgium |
| Aquarium / TV2Weken | Magnet | Ldv/redcell | Lenny Irons | 1x30" | 1 | TV | Belgium |
| Hyundai / Gazelle | Hyundai | Duval Guillaume Brussels | Zanadu | 1x5" | 1 | TV | Belgium |
| Seduction / Coke Light | Coca Cola | Banana's / Amphion | Zanadu | 8x20" | 2 | TV | Belgium |
| Brussels 2010 | Brussel | Lielens&Partners | Zanadu | 1x30" | 1 | TV | Belgium |
| Espresso | De standaard | Ldv/redcell | Didier malchaire | 2x5" | 0 | TV | Belgium |
| Habitat | Crédit Agricole | FCB | Xavier Giannoli | 1x30" | 2 | TV | Belgium |

NON MEMBRES CFP-BELGIUM

| Title | Advertiser | Agency | Director | Nr of films | Days | Tv/Cin | Country |
|---|------------|-----------|----------------|--------------------|-----------|--------|--------------|
| Production company - Armand Production | | | | | | | |
| Pro-Activ | BeceI | Lowe | Danny Willems | 1x25" | 1 | TV | Belgium |
| Balade | Balade | Euro RSCG | / | 1 | Postprod. | | |
| Lait N°1 | Gervais | GV | / | 1 | Postprod. | | |
| Fortis Flowers, Fortis Seduction | Fortis | Tractor | Danny Willems | 1x30" + 15"+ 1x20" | 3 | TV | South Africa |
| Forem /image | Forem | Friday | Sergio Honorez | 1x30" | 4 | TV | Belgium |
| Tue poivre/sel + pizza | Lu | Euro RSCG | Kris & Nico | 1x20" + 5" | 2 | TV | Belgium |
| Fintro | Fintro | Tractor | Danny Willems | 1x40" + 20" | 2 | TV | South Africa |

Production company - CCCP

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|----------------------------------|-------------|--------------------|---------------------|--------------|---|-------------------------|-------------|
| Busongeluk | Rode Kruis | MAD | Johan Seeuws | 1x30" | 1 | TV | Belgium |
| Roltrap | Story | VVL/BBDO | Bart Van den Bempt | 1x20" | 1 | TV | Belgium |
| L'album | Epson | Rapp Collins | Brecht Vanhoenacker | 1x30" | 2 | TV/Internet France | Belgium |
| Artiesten onder elkaar: Snoopdog | Belcompany | Leads-Bottomliners | David Lammers | 1x30" | 1 | TV/Internet Netherlands | Belgium |
| Cascadeur, Crazy | France 4 | DDB | Brecht Vanhoenacker | 1x30" | 2 | TV/Internet France | Belgium |
| Texas Rodeo, Mexico Soulmate | Radio Klara | LG&F | Johan Seeuws | 2x60", 4x30" | 4 | TV | USA, Mexico |

Production company - Ed

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|------------|-------------|----------------------|-------------------|-------|---|----|-----------|
| Voodoo | Nestlé | Lowe (Poland) | Christian Lyngbye | 1x45" | 2 | TV | Hungary |
| Protection | Elf/Total | BBDO (Poland/France) | Björn Amend | 1x45" | 3 | TV | Argentina |
| Check-in | Cipso Patos | FCB (Turkey) | John Clayton | 1x30" | 1 | TV | Turkey |

Production company - Maman Production

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|--|---------------------|--------------------------|------------------|-------------|---|--------------|---------|
| Nacht van het examen | Job@ | Duval Guillaume Antwerp | Kris & Nico | 4x15" + 15" | 1 | TV/Cinema | Belgium |
| De Laatste Show | Dexia | DG Brussels | Postprod. | 1x5" | 1 | TV | Belgium |
| MoneyMaker | Sanoma | VVL/BBDO | Luc Martens | 1x30" | 1 | Corporate | Belgium |
| Kom op tegen kanker | Kom op tegen kanker | VVL/BBDO | Anke Blondé | 1x20" | 1 | TV | Belgium |
| Multivitamiene, Ap-pelsap, troebel, Groeifruit | Appelsientje | Euro RSCG | Alexandre Coffre | 4x 20" | 1 | TV | Belgium |
| Chacha maquette | Chacha | Euro RSCG | Kris & Nico | 2x25" | 1 | Maquette | Belgium |
| De Grootste Belg | Canvas | Duval Guillaume Brussels | Maman/Whar | 10x25" | 1 | TV | Belgium |
| NOB | NOB | Tractor | / | 2x30" | 1 | Postprod. TV | Belgium |

Production company - Michel de Wouters

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|----------|--------|---------------|-------------------------|-------|---|----|-------------|
| Cantadou | Bel | Saatchi Simko | Michel de Wouters | 1x10" | 1 | TV | Switzerland |
| Evian 50 | Danone | Euro RSCG | J-C. Wouters | 1x20" | 2 | TV | Belgium |
| Cervarix | GSK | Air | Hughes de Wurstemberger | 1x90" | 2 | TV | Belgium |
| Daikin | Daikin | Dentsu | Frank Uyttenhove | 1x10" | 1 | TV | Belgium |