

# Les productions publicitaires du premier semestre 2008

Chaque semestre, les Commercial Film Producers (CFP-Belgium) et Media Marketing publient 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 les membres et les non-membres.

TITLE	ADVERTISER	AGENCY	DIRECTOR	NR OF FILMS	DAYS	TV/CINEMA	COUNTRY
<b>MEMBRES CFP-BELGIUM</b>							
<b>CAVIAR</b>							
Inspiration	MDAS/MSN	Openhere	Jeffrey Fleisig	1x3'30"	2	Viral	USA
<b>Football lover</b>	<b>Belgacom</b>	<b>VVL BBDO</b>	<b>Andreas Hasle</b>	<b>1x 45"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Viva Dexia	Dexia	Duval Guillaume Brussels	Jan Matthys	1x10'	3	Viral	Belgium
<b>Viva Dexia</b>	<b>Dexia</b>	<b>Duval Guillaume Brussels</b>	<b>Ivan Goldschmidt</b>	<b>1x10'</b>	<b>3</b>	<b>Viral</b>	<b>Belgium</b>
Yoko & Ono	studio brussel	mortierbrigade	Kurt de Leijer	1x30"	1	TV	Belgium
<b>Circus</b>	<b>Bobbejaanland</b>	<b>Ten</b>	<b>Kurt de Leijer</b>	<b>1x30"</b>	<b>1</b>	<b>TV /Internet</b>	<b>Belgium</b>
Zomerse zondagen	Bobbejaanland	Ten	Kurt de Leijer	1x30"	1	TV/Internet	Belgium
<b>Banana battle</b>	<b>Bobbejaanland</b>	<b>Ten</b>	<b>Kurt de Leijer</b>	<b>1x30"</b>	<b>0</b>	<b>TV/Internet</b>	<b>Belgium</b>
Loops	Kellogg's	JWT	Javier Nir	1x30"	2	TV/Internet	Belgium
<b>Piston</b>	<b>BMW</b>	<b>GSD&amp;M</b>	<b>Raf Wathion</b>	<b>1x30"</b>	<b>1</b>	<b>TV/Internet</b>	<b>Belgium</b>
Sauce bolo	Miracoli	Draftfcb	Kurt de Leijer	1x15"	1	TV/Internet	Belgium
<b>Belgian associativity</b>	<b>studio brussel 25</b>	<b>mortierbrigade</b>	<b>Frank Devos</b>	<b>1x30"</b>	<b>1</b>	<b>TV/Internet</b>	<b>Belgium</b>
dEUS	studio brussel 25	mortierbrigade	Frank Devos	1x30"	1	TV/Internet	Belgium
<b>Hof van commerce</b>	<b>studio brussel 25</b>	<b>mortierbrigade</b>	<b>Frank Devos</b>	<b>1x30"</b>	<b>1</b>	<b>TV/Internet</b>	<b>Belgium</b>
Geboorte	Belgacom/Proximus	Famous	Frank Devos	1x35"	2	TV	Colombia
<b>Huwelijk</b>	<b>Belgacom/Proximus</b>	<b>Famous</b>	<b>Frank Devos</b>	<b>1x35"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Soirée	Donna 3SP	Famous	Bram Coppens & Kurt de Leijer	1x30"	1	TV/Internet	Belgium
<b>Toyota</b>	<b>Donna 3SP</b>	<b>Famous</b>	<b>Bram Coppens &amp; Kurt de Leijer</b>	<b>1x25"</b>	<b>0</b>	<b>TV/Internet</b>	<b>Belgium</b>
Tempo	Donna 3SP	Famous	Bram Coppens & Kurt de Leijer	1x30"	0	TV/Internet	Belgium
<b>Piano</b>	<b>KBC</b>	<b>VVL BBDO</b>	<b>Andreas Hasle</b>	<b>1x35"</b>	<b>1</b>	<b>TV/Internet</b>	<b>Belgium</b>
Olympic Games	Sporza	Duval Guillaume Brussels	Bram van Riet	1x30"	1	TV/Internet	Belgium
<b>Crying baby</b>	<b>Telenet</b>	<b>TBWA</b>	<b>Frank Devos</b>	<b>1x30"</b>	<b>1</b>	<b>TV/Internet</b>	<b>Belgium</b>
Leugenaar	Telenet	TBWA	Frank Devos	1x30"	1	TV/Internet	Belgium
<b>Wraak</b>	<b>Telenet</b>	<b>TBWA</b>	<b>Frank Devos</b>	<b>1x30"</b>	<b>1</b>	<b>TV/Internet</b>	<b>Belgium</b>
Petit pays	Neg'Marrons	Because tv	Kurt de Leijer	1x3'60"	3	Internet	France + Cape Verde
<b>Toolbox</b>	<b>11.11.11.</b>	<b>VVL BBDO</b>	<b>Andreas Hasle</b>	<b>1x30", 1x20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Tools	Cera	VVL BBDO	Kurt de Leijer	1x45"	2	TV	Belgium
<b>DJ contest</b>	<b>Tempo music</b>	<b>mortierbrigade</b>	<b>Andreas Hasle</b>	<b>1x30"</b>	<b>1</b>	<b>TV/Internet</b>	<b>Belgium</b>
The first gay : out of the closet	Sensoa	TBWA	Frank Devos	1x1'41"	1	Viral	Belgium
<b>The first gay : coin</b>	<b>Sensoa</b>	<b>TBWA</b>	<b>Frank Devos</b>	<b>1x1'56"</b>	<b>0</b>	<b>Viral</b>	<b>Belgium</b>
The first gay : sauna	Sensoa	TBWA	Frank Devos	1x1'16"	0	Viral	Belgium
<b>Bee</b>	<b>Belgacom adsl</b>	<b>VVL BBDO</b>	<b>Keith Schofield</b>	<b>1x45"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Grandfather	Belgacom adsl	VVL BBDO	Keith Schofield	1x45"	2	TV	Belgium
<b>The Walker</b>	<b>VW Polo PSP</b>	<b>DDB</b>	<b>Wim Reygaert</b>	<b>1x30"</b>	<b>1</b>	<b>TV/Internet</b>	<b>Belgium</b>
TUC	Donna	Famous	Bram Coppens & Kurt de Leijer	1x30"	1	TV /Internet	Belgium
<b>Hardy</b>	<b>OMD</b>	<b>Openhere</b>	<b>Andreas Hasle</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Plus belle sans toi	Cuisinella	WAM Publicis	Keith Schofield	1x15"	1	TV	Belgium
<b>Transporter Kindergarten</b>	<b>VW</b>	<b>Grabarz &amp; Partner - Germany</b>	<b>Frank Devos</b>	<b>1x30"</b>	<b>2</b>	<b>TV /Internet</b>	<b>Belgium</b>
Pashokje	Donna Inbev	Famous	Bram Coppens & Kurt de Leijer	1x30"	1	TV	Belgium
<b>CZAR.BE</b>							
Mickey burger, Toothbrush, Bearnaise Sauce	Carrefour	Saatchi Brussels	Rogier van der Ploeg	3x30"	2	TV	Belgium
<b>Bambix</b>	<b>Nutricia</b>	<b>7 Beaufort Brussels</b>	<b>Lars Damoiseaux</b>	<b>2x30"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
The commentator	Proximus	Famous Brussels	Koen Mortier	1x30"	2	TV	Belgium
<b>Week van de goeiedag</b>	<b>Boodschap</b>	<b>Famous Brussels</b>	<b>Toon Aerts</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Doghouse, Kitchen, Office	Toyota	Happiness Brussels	Jonathan Herman	3x30"	3	TV	Belgium
<b>Rubber</b>	<b>Sanoma Magazines / Humo</b>	<b>mortierbrigade Brussels</b>	<b>Erik Bulckens</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
After Image & Rival	Nissan	TBWA/Hakuhodo Tokyo	Lieven Van Baelen	2x30", 2x15"	3	TV	Australia
<b>Tuymans</b>	<b>VRT Klara</b>	<b>Famous Brussels</b>	<b>Dimitri Karakatsanis</b>	<b>1x7", 1x60", 1x30"</b>	<b>7</b>	<b>Internet</b>	<b>USA, Belgium</b>
Niet vies van geld	De Tijd / Mediafin	Openhere Brussels	Lars Damoiseaux	3x120"	2	Internet	Belgium
<b>Equal Payday</b>	<b>Zijkant</b>	<b>mortierbrigade Brussels</b>	<b>Erik Bulckens</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Qashqai Cargames	Nissan	TBWA London	Lionel Goldstein	8x45"	4	Internet	Belgium
<b>Snow Paper</b>	<b>National Geographic</b>	<b>Mercurio Italy</b>	<b>Dimitri Karakatsanis</b>	<b>1x45"</b>	<b>4</b>	<b>TV</b>	<b>Belgium, Holland</b>
Vertigo	Walibi	VVL BBDO Brussels	Lars Damoiseaux	1x30", 1x20"	1	TV	Belgium
<b>House - Car</b>	<b>Dexia</b>	<b>Duval Guillaume Brussels</b>	<b>Koen Mortier</b>	<b>2x35"</b>	<b>5</b>	<b>TV</b>	<b>Argentina</b>
TV-spot	Plan Be	Famous Brussels	Pieter-Jan De Pue	1x30"	1	TV	South Africa
<b>Izegem</b>	<b>VRT Klara</b>	<b>Famous Brussels</b>	<b>Johan Seeuws</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
The Cannons	William Lawson's / Bacardi	Famous Brussels	Lieven Van Baelen	1x30", 1x45", 1x60"	3	TV/Cinema	United Kingdom
<b>Alien</b>	<b>VRT studio brussel</b>	<b>mortierbrigade</b>	<b>Erik Bulckens</b>	<b>1x30", 1x60"</b>	<b>1</b>	<b>TV/Internet</b>	<b>Belgium</b>

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<b>MEMBRES CFP-BELGIUM</b>							
<b>Bud / Blijfpositief.nl</b>	<b>Ministerie van Sociale Zaken en Werkgelegenheid NL</b>	<b>Rich Amsterdam</b>	<b>Toon Aerts</b>	<b>2x30"</b>	<b>2</b>	<b>TV</b>	<b>The Netherlands</b>
Shower, Dog	Carrefour	Saatchi Brussels	Rogier van der Ploeg	2x30"	1	TV	Belgium
<b>Subito Island</b>	<b>Nationale Loterij</b>	<b>Famous Brussels</b>	<b>Bart Timmer</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Colombia</b>
Q Beachhouse	Vmma Q Music	The ideas Unit / Vmma Brussels	Lars Damoiseaux	1x25"	1	TV	Belgium
<b>Daarkom</b>	<b>Daarkom</b>	<b>Daarkom Brussels</b>	<b>Pieter-Jan De Pue</b>	<b>1x3'</b>	<b>3</b>	<b>TV</b>	<b>Belgium, Morocco</b>

## Dr FILM

Videoclip 'coup de Gaz'	Baloji	EMI	Gout-brothers	1 x 4'20" 1x 6'48"	1	TV	Belgium
<b>Grizzli</b>	<b>Telenet</b>	<b>TBWA</b>	<b>Jeroen Mol</b>	<b>1 x 30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Cupido	Nieuwsblad	TBWA	Guy Goossens	1 x 30"	1	TV	Belgium
<b>'bed'</b>	<b>Cézar</b>	<b>VVL BBDO</b>	<b>Michaël Bombeeck</b>	<b>1 x 20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Megabike	Nieuwsblad	TBWA	Michaël Bombeeck	1 x 30"	1	TV	Belgium
<b>Ronde Van Vlaanderen</b>	<b>Nieuwsblad</b>	<b>TBWA</b>	<b>Stijn Coninx</b>	<b>1 x 1' 2' 5x5"</b>	<b>2</b>	<b>TV/Cinema</b>	<b>Belgium</b>
Pointer sisters	Nieuwsblad	TBWA	Jeroen Bostoën	1 x 30"	1	TV	Belgium
<b>Flowers</b>	<b>Delight by Mars</b>	<b>VVL BBDO</b>	<b>Ingrid Lemaire</b>	<b>1 x 20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Packshot Aspirine	Bayer	VVL BBDO	Michaël Bombeeck	8 x 5"	1	TV	Belgium
<b>Hamburger N°3</b>	<b>Quick</b>	<b>Radical France</b>	<b>Rosey</b>	<b>1 x 20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Duimen	één	TBWA	Guy Goossens	1 x 40"	1	TV	Belgium
<b>Tinkerbel</b>	<b>Nieuwsblad</b>	<b>TBWA</b>	<b>Michaël Bombeeck</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
New Story	ERA	10-advertising	Stijn Coninx	1x30"	1	TV/POS	Belgium
<b>Mega Mindy</b>	<b>Nieuwsblad</b>	<b>TBWA</b>	<b>Michaël Bombeeck</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Geluksvogel	Nieuwsblad	TBWA	Guy Goossens	1x30"	2	TV/Cinema	Belgium
<b>Eendjes + promo</b>	<b>Libelle</b>	<b>VVL BBDO</b>	<b>Ingrid Lemaire</b>	<b>1x30" + 3x10"</b>	<b>1</b>	<b>TV/POS</b>	<b>Belgium</b>
Eieren - Brugge	B-park	D'artagnan	Michaël Bombeeck		1	TV	Belgium
<b>Viva la musica</b>	<b>Martini</b>	<b>Famous</b>	<b>Michaël Bombeeck</b>	<b>2x7"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>

## KEY LINE FILM

Roller	Cofidis	Lielens & Associates	Gil Bauwens / Kurt Maes	1x30"	1	TV	South Africa
<b>Kiki</b>	<b>Cofidis</b>	<b>Lielens &amp; Associates</b>	<b>Gil Bauwens / Kurt Maes</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>South Africa</b>
Collector	Cofidis	Lielens & Associates	Gil Bauwens / Kurt Maes	1x30"	0,5	TV	Ukraine
<b>Karouzov</b>	<b>Cofidis</b>	<b>Lielens &amp; Associates</b>	<b>Gil Bauwens / Kurt Maes</b>	<b>1x30"</b>	<b>1,5</b>	<b>TV</b>	<b>Ukraine</b>
Billet Doux	Ixina	Carré Associates	Alexis Lambert	1x30"	1	TV	Belgium
<b>Petite Tomate</b>	<b>Ixina</b>	<b>Carré Associates</b>	<b>Alexis Lambert</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Shop	Ixina	Carré Associates	Alexis Lambert	1x30"	1	TV	Belgium
<b>Rabitt</b>	<b>VW</b>	<b>DDB</b>	<b>Xavier Mairesse</b>	<b>1x35"</b>	<b>3</b>	<b>TV</b>	<b>Belgium</b>
Peinture	ING	Euro RSCG	Kurt Maes	1x30"	1	TV	Belgium
<b>Café</b>	<b>ING</b>	<b>Euro RSCG</b>	<b>Kurt Maes</b>	<b>1x30"</b>	<b>0,75</b>	<b>TV</b>	<b>Belgium</b>
Mouche	ING	Euro RSCG	Kurt Maes	1x30"	0,5	TV	Belgium
<b>Otaris</b>	<b>Schweppes</b>	<b>Air</b>	<b>Gil Bauwens</b>	<b>1x30"</b>	<b>2</b>	<b>TV</b>	<b>Brazil</b>
Praline 125 Ans	Côte d'Or	Euro RSCG	Vittorio Sacco	1x20"	2	TV	Italy
<b>Green Groove</b>	<b>Zespri</b>	<b>Lielens &amp; Associates</b>	<b>Caroline Attia</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Père Noël	Minut Maid Hot Apple	Publicis	Marc Decoster	1x30"	0,75	TV	Belgium
<b>Latin Lover</b>	<b>Minut Maid Hot Apple</b>	<b>Publicis</b>	<b>Marc Decoster</b>	<b>1x30"</b>	<b>0,75</b>	<b>TV</b>	<b>Belgium</b>
Théâtre	Opel	The Guesthouse	Kurt Maes	1x10"	0,5	TV	Belgium
<b>Police</b>	<b>Opel</b>	<b>The Guesthouse</b>	<b>Kurt Maes</b>	<b>1x10"</b>	<b>0,5</b>	<b>TV</b>	<b>Belgium</b>
Bar	Opel	The Guesthouse	Kurt Maes	1x10"	0,5	TV	Belgium

## LATCHO DROM

Paradise	Alpro	TBWA	Ivo Mostertman	1x30"	3	TV	Brazil - Argentina
<b>Tom Boonen</b>	<b>Quickstep</b>	<b>TBWA</b>	<b>Alain Berliner</b>	<b>1x30", 1x10"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Attraction	Telenet	TBWA	Raoul Rodriguez	6x30"	2	TV	Belgium
<b>Petits Plaisirs</b>	<b>Mc Donalds</b>	<b>TBWA</b>	<b>Alain Berliner</b>	<b>4x20", 4x10"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Testimonial	Carglass	McCann Erickson	Bruno Roche	3x50", 3x20"	4	TV	Belgium
<b>La vie est un jeu télévisé</b>	<b>RTL-TVi</b>	<b>Leo Burnett</b>	<b>Manu Coeman</b>	<b>3x15", 1x45"</b>	<b>1</b>	<b>TV/Cinema</b>	<b>Belgium</b>
Black beauty	Tchibo	Deepblue (GE)	Stef Viaene	1x30"	2,5	TV	Belgium
<b>Simsalabim</b>	<b>Tchibo</b>	<b>Deepblue (GE)</b>	<b>Stef Viaene</b>	<b>1x18"</b>	<b>1,5</b>	<b>TV</b>	<b>Belgium</b>
Eau plate	Bru	TBWA	Stef Viaene	2x15"	1	TV	Belgium
<b>Adamo</b>	<b>Dela</b>	<b>Indus</b>	<b>Two tall men</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Villeroy & boch	Le Soir		Yves Vanherstraeten	1x20"	1	TV	Belgium
<b>Bassie &amp; adriaan</b>	<b>Ohra</b>	<b>Caviar Amsterdam</b>	<b>Manu Coeman</b>	<b>1x40"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Lyclear sprayaway	Paranix	TBWA	Didier Malchaire	3x20", 3x15", 3x10"	1	TV	Belgium
<b>La vache</b>	<b>Zero lactose</b>	<b>Lowé</b>	<b>Blaise Jadoul</b>	<b>1x12"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Changez	Vitelma	TBWA	J-P Frenay	1x30"	2	TV	Belgium
<b>Testimonial</b>	<b>Carglass</b>	<b>McCann Erickson</b>	<b>Bruno Roche</b>	<b>2x50", 2x20"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Plan Marshall	Région wallonne	Karamba	Bruno Roche	2x10"	1	TV	Belgium
<b>Le soleil du nord</b>	<b>Passendaele</b>	<b>Air</b>	<b>Ivo Mostertman</b>	<b>1x25"</b>	<b>2</b>	<b>TV</b>	<b>The Netherlands</b>

## SAB MUCHO

Atomium	Atomium asbl	Place Publique	Raphaël Balboni	1x15'	1 + archives	Cinema	Belgium
<b>Expo 2008</b>	<b>Atomium asbl</b>	<b>Place Publique</b>	<b>Bruno Gosse</b>	<b>2x4'</b>	<b>archives</b>	<b>TV</b>	<b>Belgium</b>
Frusi	Unilever	Bare Films (UK)	Betsan Morris-Evans	5x30"	5	TV	Belgium
<b>Tag-Cloud</b>	<b>La Libre</b>	<b>Anouk &amp; Co and M. Goldblatt</b>	<b>Jean-Claude Wouters</b>	<b>1x20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Objectif 5 légumes	Panzani	JWT (FR)	Anne-Marie Vandeputte	1x20"	2	TV	Belgium

## 7ia

Wilkinson D.a.r.e	Energizer	mortierbrigade	Guy Maezelle	2x20"	1	Internet	Belgium
<b>Dash</b>	<b>P&amp;G</b>	<b>Leo Burnett (B)</b>	<b>Guy Goossens</b>	<b>2x20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Viakal	P&G	Leo Burnett (FR)	Bruno Decharme	1x30", 20", 18", 10"	2	TV	Belgium
<b>Philadelphia</b>	<b>Kraft Food Belgium</b>	<b>JWT</b>	<b>Marianne Lemince</b>	<b>3x10"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Swiffer	P&G	Leo Burnett (FR)	Ivan Goldschmidt	1x30", 25", 20"	2	TV	Belgium
<b>Ariel</b>	<b>P&amp;G</b>	<b>Saatchi &amp; Saatchi (FR)</b>	<b>Peter Darrell</b>	<b>1x1'14"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Head & Shoulders	P&G	Saatchi & Saatchi (FR)	Joachim Berc	1x20"	1	TV	Belgium
<b>Ariel</b>	<b>P&amp;G</b>	<b>Saatchi &amp; Saatchi (FR)</b>	<b>Michel Houssiau</b>	<b>1x25"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>

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<b>NON-MEMBERS CFP-BELGIUM</b>							

## ARMAND Productions

Orange "international"	Orange	Saatchi & Saatchi Simko (Switz.)	Sébastien Drhey	1x30" (Fr, It, Germ.)	1	TV	Belgium
<b>Actimel spring "kid, adult &amp; senior"</b>	<b>Danone</b>	<b>Y&amp;R Brussels</b>	<b>Vincent De Brus</b>	<b>3x30", 3x25", 3x20"</b>	<b>3</b>	<b>TV</b>	<b>Argentina</b>
Actimel summer "kid, adult & senior"	Danone	Y&R Brussels	Vincent De Brus	3x25", 3x20"	3	TV	Argentina
<b>Danacol VTT</b>	<b>Danone</b>	<b>Y&amp;R Brussels</b>	<b>Vincent De Brus</b>	<b>1x35", 1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Carrières FEIDT	Feidt	Binsfeld (Lux.)	Dan Botbol	1x60"	1	Cinema	Belgium
<b>Opel billboards</b>	<b>Opel</b>	<b>The Guest House (B)</b>	<b>Vincent Lannoo</b>	<b>3x5"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Fenistil "itch, scar & reflection"	Novartis	Saatchi & Saatchi Simko (Switz.)	Keva Rosenfeld	4x30", 4x25", 4x20", 4x15"	5	TV	Argentina
<b>Activia "la confiance"</b>	<b>Danone</b>	<b>Y&amp;R Brussels</b>	<b>Vincent De Brus</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
La laitière "le distrait"	Nestlé	Ogilvy (B)	AnneMarie Vandeputte	1x30"	2	TV	Belgium
<b>EGO</b>	<b>Transport en commun luxembourgeois</b>	<b>Mikado (Luxemburg)</b>	<b>Pastiche</b>	<b>1x20"</b>	<b>1</b>	<b>TV/Cinema</b>	<b>Belgium</b>
Bernard Massart "fleur, tourne-disque & poisson"	Bernard Massart	Binsfeld (Lux.)	AnneMarie Vandeputte	3x15"	1	TV	Belgium

## LOVO Films

There is more in u	Uplace	Saatchi & Saatchi (B)	François Mercier	1x3'	3	TV	South Africa
Shop	Pearle	LDV United (B)	Hans Vercauter	2x15"	1	TV	Belgium
<b>Consumer Finance</b>	<b>KBC</b>	<b>VVL BBDO</b>	<b>Nic&amp;Sune</b>	<b>1x30"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Lamb	Gordon	Gelder	François Mercier	1x15"	1 + 3D	Cinema	Belgium
<b>Ray</b>	<b>Brussels Film Festival</b>	<b>-</b>	<b>François Mercier</b>	<b>1x30", 3x25"</b>	<b>1 + 3D</b>	<b>TV/Cinema</b>	<b>Belgium</b>
Nouvelle Star / Prison Break 24H / Générique	Maggi HP	Publicis	Hans Vercauter	5x7"	2	TV	Belgium
<b>Coke glasses</b>	<b>Mc Donalds</b>	<b>TBWA</b>	<b>Serdar</b>	<b>1x30", 1x20", 1x10"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Tour de France/Relay race	Telenet	TBWA	Charley Stadler	2x30"	2	TV	USA
<b>Pulp &amp; Slim</b>	<b>Omega Pharma</b>	<b>JWT (B)</b>	<b>Dan Botbol</b>	<b>2x25"</b>	<b>1 + 3D</b>	<b>TV</b>	<b>Belgium</b>
Solar energy	IBGE	TBWA	Serdar	1x30"	1	TV	Belgium
<b>Magician</b>	<b>TELE2</b>	<b>JWT (B)</b>	<b>Compost</b>	<b>1x20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Indiana Jones	Kellogg's	JWT (B)	Patrice Gautot	1x20"	1	TV	Belgium
<b>Tennis</b>	<b>Lipton</b>	<b>DDB (B)</b>	<b>Chez Eddy</b>	<b>2x15"</b>	<b>3D</b>	<b>TV</b>	<b>France</b>
WWF	Kellogg's	JWT (B)	Patrice Gautot	1x20"	1	TV	Belgium

## MDW Productions

Orofar	Novartis	Saatchi Simko - Suisse	Barry Myers	1	2	TV	Belgium
<b>Côte d'Or</b>	<b>KJS</b>	<b>Euro RSCG Brussels</b>	<b>Frank Uyttenhove</b>	<b>3</b>	<b>6</b>	<b>TV</b>	<b>South Africa</b>
Veg Up	Knorr	Y&R Brussels	Frank Uyttenhove	1	2	TV	Belgique
<b>Chaumes Crème</b>	<b>Bongrain</b>	<b>Euro RSCG Brussels</b>	<b>Michel de Wouters</b>	<b>1</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Chaumes Tranches	Bongrain	Euro RSCG Brussels	Michel de Wouters	1	1	TV	Belgium
<b>Actimel</b>	<b>Danone</b>	<b>Y&amp;R Paris</b>	<b>Mademoiselle M</b>	<b>1</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Danao	Danone	Providence - France	Mikkel Sandemose	1	2	TV	Belgium
<b>Côte d'Or Migs</b>	<b>KJS</b>	<b>Euro RSCG Brussels</b>	<b>Michel de Wouters</b>	<b>1</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
After	After	G&Co	Michel de Wouters	2	1	TV	Belgium
<b>Petit Navire</b>	<b>Petit Navire</b>	<b>Leo Burnett Paris</b>	<b>Frank Uyttenhove</b>	<b>1</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Loto	Française des Jeux	BETC Euro RSCG - Paris	Frank Devos	3	10	TV	South Africa-Seychelles
<b>Florette</b>	<b>Florette</b>	<b>Ogilvy</b>	<b>Lager</b>	<b>2</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Euro Aid	CEE	JWT (B)	Frank Uyttenhove	1	1	TV	Belgium

## MIB

<b>Blonds</b>	<b>Margarine - Becel</b>	<b>Darwin</b>	<b>Lenny</b>	<b>1x30"</b>	<b>post prod</b>	<b>TV</b>	<b>Belgium</b>
Mora	Mora	Darwin	Herman Germeys	2x5"	post prod	TV	Belgium
<b>Nikon</b>	<b>Nikon Russia</b>	<b>Duval Guillaume</b>	<b>Matthias Lebeer</b>	<b>1x10"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Textappeal bushwoman	Textappeal	Duval Guillaume	Matthias Lebeer	1x20"	1	TV	Belgium
Maggi fond	Nestle	Publicis	Jean Achache	3x30"	1	TV	Belgium
<b>Gillette</b>	<b>Procter &amp; Gamble</b>	<b>VVL BBDO</b>	<b>Matthias Lebeer</b>	<b>1x10"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Tefal	Tefal	Publicis Paris	Philippe Pollet Villard	2x30"	2	TV	Belgium
<b>Cuisine sandwich</b>	<b>Cuisine Sandwich</b>	<b>FFL</b>	<b>Tom Merillon</b>	<b>3x30"</b>	<b>3</b>	<b>TV</b>	<b>Belgium</b>
Becel Fiets	Becel	Darwin	Lenny	1x5"	post	TV	Belgium
<b>Radio Donna</b>	<b>Centea</b>	<b>Darwin</b>	<b>Enzo Piccinato</b>	<b>1x5"</b>	<b>Animation</b>	<b>TV</b>	<b>Belgium</b>
Mindmaps	VAR	Darwin	SOIL	1x30"	Animation	TV	Belgium
<b>Hot tub</b>	<b>Carte d'or</b>	<b>Darwin</b>	<b>SOIL</b>	<b>1x10"</b>	<b>Animation</b>	<b>TV</b>	<b>Belgium</b>
Drop	Evian	Euro rscg	SOIL	1x20"	Animation	TV	Belgium
<b>Pro activ</b>	<b>Becel</b>	<b>Darwin</b>	<b>Patrick Van Hautem</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Portugal</b>
Sponsoring Centea	Centea	Darwin	Enzo Piccinato	1x5"	Animation	TV	Belgium
<b>Projector layer 1</b>	<b>Belgacom</b>	<b>VVL BBDO</b>	<b>SOIL</b>	<b>1x60", 1x45"</b>	<b>Animation</b>	<b>TV</b>	<b>Belgium</b>
Projector Pause	Belgacom	VVL BBDO	SOIL	1x30"	Animation	TV	Belgium
<b>Projector Wedding</b>	<b>Belgacom</b>	<b>VVL BBDO</b>	<b>SOIL</b>	<b>1x30"</b>	<b>Animation</b>	<b>TV</b>	<b>Belgium</b>
Projector Kungfu	Belgacom	VVL BBDO	SOIL	1x30"	Animation	TV	Belgium
<b>Projector News</b>	<b>Belgacom</b>	<b>VVL BBDO</b>	<b>SOIL</b>	<b>1x30"</b>	<b>Animation</b>	<b>TV</b>	<b>Belgium</b>
Projector intro /outro	Belgacom	VVL BBDO	SOIL	15x5"	Animation	TV	Belgium