

LES PRODUCTIONS PUBS DU DEUXIÈME 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							
Signal "L'oeilleton"	Unilever	Lowe Alice Paris	Ulrich Jensen	1 (prod. déléguée)	1	TV	France
Signal "La brosse à dent"	Unilever	Lowe Alice Paris	Ulrich Jensen	1 (prod. déléguée)	1	TV	France
Bons d'Etat "Escrime"	Ministère des Finances	Red Cell	Serge Honorez	1 x 25"	1	TV	Belgium
Bons d'Etat "Tir à l'arc"	Ministère des Finances	Red Cell	Serge Honorez	1 x 25"	1	TV	Belgium
Bons d'Etat "Basket"	Ministère des Finances	Red Cell	Serge Honorez	1 x 25"	1	TV	Belgium
Bons d'Etat "Ping Pong"	Ministère des Finances	Red Cell	Serge Honorez	1 x 25"	1	TV	Belgium
Keno "La location"	La Française des Jeux	Devarrieux-Villaret	Kris & Nico	1 x 20"	1	TV	France
Keno "Le futur gendre"	La Française des Jeux	Devarrieux-Villaret	Kris & Nico	1 x 20"	1	TV	France
Keno "Le banquier"	La Française des Jeux	Devarrieux-Villaret	Kris & Nico	1 x 20"	1	TV	France

Production company - Ed

"Sigorta"	Anadolu Sigorta	Iletisim Istanbul	Jürgen Alan	50"/1 x 30"	3	TV	South-Africa
"For men only"	Jagler	Güzel Sanatlar Saatchi	Ivo Mostertman	25" shave/20" fingernail/15" gel	2	Cinema/TV	Belgium
"Rose"	Arko	Pyramit	Ivo Mostertman	35"	1	TV	Turkey
"Valises"	Rozi	Adman	Régine Mahaux	1 x 30"/3 x 7"	1	TV	Turkey
"Why"	Opet	Leo Burnett	Ivo Mostertman	1 x 60"/1 x 40"	4	TV	Turkey
"Neighbour"	Nescafé	McCann Warsaw	Fréd. Potier	1 x 30"	2	TV	Belgium

Production company - Maman Production

Verkiezingen	Knack	All That Jazz	Grid	2 x 7"	1	TV	Belgium
VLD - Politieke Tribune	VLD	-	Jan De Coster	1 x 5"	1	TV	Belgium
"De Koers"	VDAB	De Kie	Dany Willems	1 x 40"	2	TV	Belgium
NOB	Ned.	Tractor	Anke Blonde	1 x 30"	1	TV	Belgium
	Onderwijs in Brussel						

Production company - Michel de Wouters

Madrangé	Madrangé	FCB	C. D'aulnat	2 x 20"	1	TV	Belgium
Formule Magique	Eau Jeune	BETC Euro RSCG Paris	Fabrice Carazo	1 x 30"	2	TV	Belgium
Dancing Boy	Coca-Cola	BETC Euro RSCG Paris	Neo	1 x 30"	5	TV	Belgium
Reflection	Coca-Cola	BETC Euro RSCG Paris	Neo	1 x 30"	2	TV	Belgium
Le Pass	Le Pass	Red Cell	J-C. Wouters	1 x 30"	2	TV	Belgium
Grany	LU	Euro RSCG	Barry Myers	1 x 30"	2	TV	Belgium
Megamac	Mc Donald's	TBWA Paris	Shaun Severi	1 x 30"	2	TV	Belgium

Production company - Mamatanço

Knorr	Unilever	JWT	Bruno Chiche	1 x 30"	3	TV	Belgium
City Concorde	City Concorde	Binsfeld Communication Luxembourg	Pascal Vuong	1 x 20"	3d	TV	Belgium
Mon métier c'est ma vie	IFPME	-	Eric Figon	40 x 2'	20	TV	Belgium
Panzani Pâtes	Panzani	JWT France	Barry Meyer	2 x 30"	4	TV	Belgium
Rosport Blue	Rosport	Binsfeld Com. Lux.	Frédéric Potier	1 x 30"	1	TV/Cine	Belgium
Viva	Rosport	Binsfeld Com. Lux.	Dan Botbol	1 x 30"	1	TV/Cine	Belgium
Miele	Miele	Binsfeld Com. Lux.	Gwendoline	1 x 30"	1	TV	Belgium
Cedel Energie Propre	CEGEDEL	Binsfeld Com. Lux.	Mama Tango	1 x 30"	1	Corporate	Belgium

Membres CFP-Belgium

Production company - Pacha Production

Côte d'Or	Côte d'Or	Euro RSCG	Christian Dauphin	2 x 10"	1	TV	Belgium
Duyvis	Duyvis	Lowe	Pacha Production	3 x 5"/3 x 7"	1	TV	Belgium
Campina-Stassano	Campina-Stassano	VVL/BBDO	Christian Dauphin	3 x 10"	1	TV	Belgium
Port Salut	Fromageries Bel	Y&R France	Vincent De Brus	1 x 30"/3 x 10"	1	TV	France
Proximus MMS	Proximus	Ogilvy	Pacha Production	2 x 30"	1	TV	France
Mc Donald's	Mc Donald's	Leo Burnett	Christian Dauphin	3 x 10"	1	TV	Belgium

Production company - Czar films

Chopin	Klara / VRT	LG&F Brussels	Lionel Goldstein	1 x 30" / 1 x 60"	2	TV	Belgium
Tooth Pick	Volmer	VVL/BBDO Brussels	Bart Timmer	1 x 30"	2	TV	South Africa
Reverse	Mobistar	Air Brussels	Lieven Van Baelen	1 x 30"	3	TV/Cinema	South Africa
Balloons	Base	VVL/BBDO Brussels		1 x 60" / 1 x 45" / 1 x 30"	7	TV/Cinema	BE/ES/HU/NL
Cocaine / Football / Sheep	De Morgen	D. G. Brussels	Lionel Goldstein	3 x 30"	3	TV/CINEMA	Belgium
Kwistax	Base	VVL/BBDO Brussels	Lars Damoiseaux	1 x 30"	1	TV	Belgium
Salsa	Duyvis	LOWE Brussels	Lieven Van Baelen	1 x 30" / 1 x 20"	1	TV/CINEMA	Belgium

Title	Advertiser	Agency (country)	Director	Number of films	Shooting days	TV/Cinema	Shooting in Belgium or abroad
Production company - i-screen							
Classroom of Difference	-	-	Guido Verelst	1 x 5"	4	-	Belgium
Swiffer	P&G	D'Arcy Paris	Bruno Decharme	1 x 30"/2 x 15"	4	TV	Belgium
Dash 2 in 1	P&G	Grey Milan	Régine Mahaux	1 x 30"	1	TV	Belgium
Ariel	P&G	Saatchi&Saatchi Paris	Alain Lambert	3 x 30"	6	TV	Belgium
Mr Propre	P&G	Grey	Olivier Legan	1 x 30" + 10"/1 x 30"	4	TV	Belgium
Swiffer	P&G	D'Arcy Paris	Luc Noorbergen	1 x 30"	1	TV	Belgium
Swiffer	P&G	Leo Burnett Paris	Bruno Decharme	1 x 30"	3	TV	Belgium
Dash	P&G	Grey Milan	Peter Darrell	1 x 30"+15"	2	TV	Belgium
Production company - Lovo Films							
Little Boy	Zazoo Condoms	DG Antwerp	Frank Devos	1 x 45"	1	TV	Belgium
Head + Mother	Daikin Europe	Dentsu BLD Europe	Alain Richard	2 x 20"	2	TV	Europe
Douche + Poirier	Touring Assistance	Nextage	Alain Richard	2 x 30"	2	TV	Belgium
Meesterlijk / Magistral	VLAM	Germaine	F. Devos & F. Mercier	8 x 15"	2	TV	Belgium
Persil Box	Henkel	VVL/BBDO	Victor 3D	1 x 10"		Animation	Belgium
Calvé	Unilever	Lowe	Victor 3D	3 x 10"		Animation	TV
Production company - Latcho Drom							
Prince de Lu "Le Déjeuner"	Danone	Young & Rubicam	Thierry Dupety	1 x 20"	2	TV	Belgique
Prince de Lu "Le Déjeuner"	Danone	Young & Rubicam	Thierry Dupety	1 x 25"		TV	Belgique
Campina "Le Lait-Paysage"	Campina	VVL/BBDO	Stef Viaene	4 x 30"	2	TV	Belgique
Sapo "La Valise"	Sapo adsl.pt	Still / Portugal	3D Animation	1 x 30"		TV	Belgique
Sapo "Enough"	Sapo adsl.pt	Still / Portugal	3D Animation	1 x 20"		TV	Belgique
Sapo "Fitness"	Sapo adsl.pt	Still / Portugal	3D Animation	1 x 30"		TV	Belgique
Renault Clio "The Hitcher"	Renault	Lowe/Belgium	Manu Coeman	1 x 40"	3	TV/Cine	Portugal
Renault Clio "The Hitcher"	Renault	Lowe/Belgium	Manu Coeman	1 x 50"		TV	Portugal
Play Station "Eye Toy"	Play Station	TBWA	Brandon Dickerson	1 x 30"	2	TV	Belgique
Play Station "Eye Toy"	Play Station	TBWA	Brandon Dickerson	2 x 15"		TV	Belgique
Play Station "Eye Toy"	Play Station	TBWA	Brandon Dickerson	1 x 20"		TV	Belgique
"Recettes de Cuisine"	Le Soir Magazine	Rosell	Raoul Rodriguez	1 x 20"	1	TV	Belgique
Planta "Natural"	Planta	Still / Portugal	Stef Viaene	1 x 20"	1	TV	Portugal
Production company - Pix&Motion							
Libelle	Libelle	VVL/BBDO	Vincent Bal	1 x 30"	1	TV	Belgium
Top Interieur	Top Interieur	Duval Guillaume	Ingrid Lemaire	2 x 30"	2	TV	Belgium
Coca Cola	Coca Cola	Mc Cann Erikson	Pieter Van Hees	2 x 30"	3	TV/Cinema	Belgium/abroad
Delta Lloyd	Delta Lloyd	All That Jazz	Anne-Marie Vandeputte	1 x 30"/1 x 35"	1	TV	Belgium
Athenum A'pen	Athenum A'pen	LDV Bates	Ingrid Lemaire	1 x 30"	1	TV	Belgium
Philadelphia	Kraft Jacobs Suchard	JWT	Christian Dauphin	1 x 20"	1	TV	Belgium
GB	GB	Cathedral	Anne-Marie Vandeputte	1 x 30"	1	TV	Belgium
Palm	Brouwerij Palm	Quattro Saatchi	Pieter Van Hees	2 x 30"/2 x 5"/1 x 30"	2	TV	Belgium
Nuon	Nuon Belgium	MW Taboo	Anne-Marie Vandeputte	1 x 30"	1	TV	Belgium
Production company - Roses Are Blue							
"Vignettes"	Telenet	LDV Bates	Bram Van Riet	1 x 30"	1	TV	Belgium
"Keyboard"	Telenet	LDV Bates	Bart Van Den Bempt	1 x 30"	1	TV	Belgium
Proximus SMS	Proximus	Ogilvy	Frank Van Passel	3 x 30"	1	TV	Belgium
Proximus SMS	Proximus	Ogilvy	Ivan Goldschmidt	3 x 30"	1	TV	Belgium
Radio Donna	VRT	VVL/BBDO	Frank Van Passel	2 x 30"	2	TV/Cinema	Belgium
ADSL "Sunbed"	Belgacom	Duval Guillaume	Frank Van Passel	1 x 20"	1	TV	Belgiu
ADSL "Mud"	Belgacom	Duval Guillaume	Dimitri Karakatsanis	1 x 20"	1	TV	Belgium
C&A tag ons	C&A	DV	Bram Van Riet	2 x 10"	1	TV	Belgium
Production company - Key Line							
"Le joueur de pétanque"	Nescafé Open up	Publicis	Xavier Mairesse	1 x 30"	1	TV	Belgium
"La tente"	Nescafé Open up	Publicis	Xavier Mairesse	1 x 35"	1	TV/Cinema	Belgium
"Equal Chances"	Caritas	DG Brussels	Xavier Mairesse	1 x 45"	1	TV	Belgium
"La disc tel", "les trapézistes", "les portes", "Jules César"	Maredsous	Y&R	Marc Sieger	4 x 20"	4	TV	Belgium
La tête	Maredsous	Y&R	Marc Sieger	1 x 30"	1	TV	Belgium
Le caféologue	Jacques Vabre	BETC Euro RSCG Paris	Vital Durand	1 x 30"	3	TV	Belgium
Le caféologue bis	Jacques Vabre	BETC Euro RSCG Paris	Vincent Bal	1 x 30"	1	TV	Belgium
PSII	Playstation	TBWA (Bel. + Ned.)	Lukas Bossuyt	1 x 20"	1	TV	Belgium
"Languette"	Skoda	Grey	Lukas Bossuyt	1 x 15"/3 x 10"	1	TV	Belgium
"Ford Ka"	Ford	Germaine	Key Line	1 x 20"	3d	TV	Belgium
"Clouseau"	Dag Allemaal	Germaine	Key Line	1 x 30"	3d	TV	Belgium
Fest Film Fantastique	Nescafé Capuccino	Publicis	Key Line	1 x 20"	1	TV	Belgium
"Colors"	Avantgarde	Tequila	Serge Leurs	60"	3	Corporate	Belgium
Eleoc	Electrabel	VVL/BBDO	Serge Leurs	60"	2	Corporate	Belgium
Production company - Zabriskie Films							
Kiri "Kids in pasture"	Fromageries Bel	Lowe	Michel Perin	1 x 35"	1	TV	Beyrouth
"First steps"	Axa	H&C Leo Burnett	Michel Perin	1 x 35"	1	TV	Beyrouth
Zespri	Zespri	Lielens&Partners	Bruno Pradez	1 x 30"	2	TV	Belgium
Home Brand	Interbrew	-	Steve Lewis	10'	1	Corporate	Belgium
"Nadia Comaneci"	RomTelecom	Graffiti BBDO	Michel Perin	1 x 45"	1	TV	Bucarest
"Mikhaela Penes"	RomTelecom	Graffiti BBDO	Michel Perin	1 x 45"	1	TV	Bucarest
"I. Patzaikin"	RomTelecom	Graffiti BBDO	Michel Perin	1 x 45"	1	TV	Blue Donau
"Zo mijn werk..."	Opel	Mc Cann Erikson	Patrick Van Hautem	1 x 45"	3	TV	Lisbon
"Happy Meal"	Mc Donald's	Leo Burnett	Patrick Van Hautem	1 x 30"	3	TV	Belgium
Benecol	Benecol	7 Beaufort	Didier Malchaire	1 x 15"	-	TV	Belgium
Fenistil	Roche Poland	Grey Warszawa	Patrick Van Hautem	2 x 30"	2	TV	Lisbon