

LES PRODUCTIONS PUBS DU DEUXIÈME 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.

Membres CFP-Belgium

Title	Advertiser	Agency (country)	Director	Number of films	Shooting days	TV/Cinema	Shooting in Belgium or abroad
Production company - Czar films							
Family	Mobistar	AIR Brussels	Lieven van Baelen	1 x 45" / 1 x 30" / 2 x 5"	4	TV	Spain
Clones	Belqacom	Duval Guillaume Brussels	Joe Vanhoutteqhem	1 x 45" / 1 x 30"	2	TV/Cinema	Germany
Glasses	Macif	BDDP & Fils Paris	Toon Aerts	1 x 30" / 2 x 15"	2	TV	Belgium
Supporters	Sporza	Duval Guillaume Antwerpen	Lieven van Baelen	1 x 45" / 1 x 30"	3	TV	Belgium
Alles begint in Brussel	FM Brussel	-	Lieven van Baelen	1 x 45"	3	TV/Cinema	Belgium
Festival	Randstad	VVL/BBDO Brussels	Lars Damoiseaux	1 x 30"	2	TV	Belgium
Zoon	Dulux	DDB Brussels	Lars Damoiseaux	1 x 30" / 1 x 10"	1	TV	Belgium
Braille	Axion	Duval Guillaume Brussels	Lionel Goldstein	1 x 45" / 1 x 35"	3	TV/Cinema	Scotland
Heavy Metal	Hammerite	DDB Brussels	Lars Damoiseaux	1 x 40"	1	TV	Belgium

Production company - I-Screen

Ariel	P&G	Saatchi & Saatchi Amsterdam	Peter Borghs	1 x 30"	4	TV	Netherlands
Mr Propre	P&G	Grey	Olivier Leqan	1 x 30"	2	TV	Belgium
Dash	P&G	Leo Burnett	Peter Botoen	2 x 40"	3	TV	Belgium
Vizir	P&G	Leo Burnett Paris	Alain Lambert	1 x 15"	1	TV	Belgium
Mr Propre	P&G	Grey	Olivier Legan	2 x 20"	2	TV	Belgium
Ariel	P&G	Saatchi & Saatchi	Marc Vanacker	1 x 5"	1	TV	Belgium
Bonux	P&G	Leo Burnett	Christelle D' Aulnat	1 x 25"	2	TV	Belgium
Sunny Delight	P&G	Saatchi & Saatchi Paris	Christelle D' Aulnat	1 x 20"	1	TV	Belgium
Lenor	P&G	Grey Düsseldorf	Jaco Vandormael	1 x 20"	2	TV	Belgium
Dreft	P&G	Leo Burnett	Ian Emes	1 x 30"	2	TV	Belgium

Production company - Key Line

Prevention sida	Sida	Euro RSCG	Natasha Horn	3 x 30"	2	TV/Cinema	Belgium
Le Clark	Bruxelles Wallonie	Red Cell	Manu Kamanda	3 x 20"	1	TV	Belgium
Power Point	Bruxelles Wallonie	Red Cell	Manu Kamanda	3 x 20"	1	TV	Belgium
La Polyglotte	Bruxelles Wallonie	Red Cell	Manu Kamanda	3 x 20"	1	TV	Belgium
Dexia Leeft	Dexia	Duval Guillaume Brussel	Dave Van den Heuvel	1 x 5"	1	TV	Belgium
Magic Cents	Magic Cents	Duval Guillaume Brussel	Xavier Mairesse	1 x 40"	1	TV	Belgium

Production company - Latcho Drom

Loterie Nationale "Football"	Loterie Nationale	LG&F	Raf & Roel	1 x 30"	1	TV	Belgium
Danone "Zen"	Danone	Young & Rubicam	Pascal D'Hoeraene	1 x 10" / 1 x 30"	1	TV	Belgium
Durex "Mobylette"	Durex	Mc Cann Erickson	Manu Coeman	1 x 30"	1/2jour	TV	Belgium
Durex "Parkino"	Durex	Mc Cann Erickson	Manu Coeman	1 x 30"	1/2jour	TV	Belgium
Coca Cola "Festi Fever"	Coca Cola	Mc Cann Erickson	Manu Coeman	4 x 20"	2	TV	Belgium
Tchibo "Privat Kafee"	Tchibo	Sholz & Friends/ Hamburg	Stef Viaene	1 x 15"	5	TV	Belgium
Versatel "En voiture"	Versatel	Quattro Saatchi	Thierry Dory	1 x 15"	1/2jour	TV	Belgium
Le Soir "Collection Noire"	Versatel	Quattro Saatchi	Thierry Dory	1 x 20"	1/2jour	TV	Belgium
Het Belang Van Limburg	Le Soir	Rosel	Christophe fraipont	1 x 35"	1	TV	Belgium
Province de Luxembourg	Het Belang Van Limburg	Mostiquo	Raf & Roel	1 x 35"	4	TV/Cinema	Belgium
Calgonit Powerball "Face"	Province de Luxembourg	Lielens & Ass	Raoul Rodriguez	1 x 30"	3	TV	Belgium
* Mir "Couleurs & Black"	Reckitt-Benckiser	Euro RSCG/ Bruxelles	Blaise Jadoul	1 x 30" / 1 x 15"	1	TV	Belgium

Production company - Lovo Films

Delhaize sport	Delhaize	GV COMPANY	François Mercier	1 x 30"	1	TV	Belgium
Laquna sport	Renault	Publicis Athens	François Mercier / Nozon	4 x 5"	1	TV	Belgium
Antitabac	Ministère Santé/ Région wallone	Kadratura	François Mercier	1 x 30"	1	TV/Cinema	Belgium
Sporza Radio	Sporza	DGA	Frank Devos	1 x 30"	1	TV	Belgium
VIS	Vlam	DDB	Frank Devos	1 x 30"	1	TV	Belgium
Sil OXY	Henkel	DDB	Victor 3D	1 x 30"	3D Animation	TV	Belgium
Olympic	Winthertur	Fast	Danny Willems	1 x 30"	1	TV/Cinema	Belgium
Fan of the rings	Belqacom	DGA	Victor 3D	3 x 10"	2D Animation	TV	Belgium
Code barre/ cellules/ brûlures	Fondation belge contre le cancer	Nextage	Patrice Gautot	3 x 30"	2D Animation	TV	Belgium

Production company - Pacha Production

Pepper Plug "Cuisine"	PlugTV	Euro RSCG	Pacha	1 x 30"	1	TV	Belgium
Enseignement technique	Ministère de l'éducation	Tractor	Joël Franka	10 x 30"	3	TV	Belgium
Amora	Amora	TBWA Paris	François Catonné	1 x 10"	2	TV	Belgium
Leerdammer	Bel	Saatchi & Saatchi France	Hervé Hiolle	7 x 30"	8	TV	Belgium
Pepper Plug 'Michael'	PlugTV	Euro RSCG	Pacha	1 x 30"	1	TV	Belgium
Ajax	Colgate/Palmolive	Young & Rubicam	Graham Rose	1 x 30"	1	TV	Belgium

Production company - Pix & Motion

KBC	KBC	VVL/BBDO	Anne-Marie Vandeputte	1 x 30" NL/FR	2	TV	Belgium
Gazet van Antwerpen	Gazet van Antwerpen	Duval Guillaume Antwerpen	Anne-Marie Vandeputte	1 x 30" NL/FR	1	TV	Belgium
Gefilus	Gefilus	LG&F	Stijn Coninx	1 x 30" + 1 x 5" NL/FR	1	TV	Belgium
Spa	Spa	Duval Guillaume Brussels	Kene Illegems	1 x 10" NL/FR	1	TV	Belgium
Nationale Loterij	Nationale Loterij	Lowe Troost	Vivian Goffette	2 x 30"	2	TV	Belgium
Redbach	Brouwerij Palm	Choco	Jan Bultheel	3 x 30" NL/FR	2	TV	Belgium
Effie Libelle	Effie Libelle	VVL/BBDO	Kurt Maes	1 x 30" NL/FR	2	TV	Belgium
Studio Brussel	Studio Brussel	VVL/BBDO	Ingrid Lemaire	1 x 30" NL/FR	1	TV	Belgium
Axa Spons.	Axa	LG&F	Pieter Van Hees	2 x 20" NL/FR	2	TV	Belgium
Bacardi Bav	Bacardi-Martini	LG&F	Kene Illegems	3 x 15" NL/FR	3	TV	Belgium
Senseo	Douwe Egberts	Duval Guillaume Brussels	Ingrid Lemaire	1 x 30" NL/FR	1	Internet	Belgium/Abroad
Base	Base	Darwin	Ivo Mostertman	1 x 45" NL/FR	3	TV/Cinema	Belgium
Thomas Cook	Thomas Cook	LDV / Redcell	Bart Van Dam	2 x 30" + 3 x 5" NL/FR	3	TV	Belgium

Title	Advertiser	Agency (country)	Director	Number of films	Shooting days	TV/Cinema	Shooting in Belgium or abroad
Production company - Roses Are Blue							
BIVV "Skin"	BIVV	Choco	Dimitri Karakatsanis	1 x 30"	1	TV	Belgium
4FM "The reflex"	4FM	LDV	Dimitri Karakatsanis	2 x 30" + 5 x 20"	2	TV	Belgium
Planckendael	Planckendael	Adrenalinea	Bart Van den Bempt	2 x 30" + 2 x 15"	1	TV	Belgium
Carlsberg	Carlsberg	VVL/BBDO	Ivan Goldshmidt	3 x 10"	1	TV	Belgium
De Coninck "Bierwatch"	De Coninck	The JR Experience	Gijs Polspoel	1 x 5", 2 x 6"	1	TV	Belgium
Telenet "Comfortnet"	Telenet	LDV	Dimitri Karakatsanis	1 x 7", 1 x 10"	1	TV	Belgium
VW "Caddy"	Volkswagen	DDB	Marc Sidelsky	1 x 30"	1	TV	Belgium
P&V "Kruispunt"	P&V	Grey	Bram Van Riet	1 x 30"	2	TV	Belgium
Belgacom "Frog"	Belgacom	Duval Guillaume Brussels	Frank Van Passel	1 x 25" + 1 x 15"	2	TV	Belgium
Belgacom "King Kong"	Belgacom	Duval Guillaume Brussels	Frank Van Passel	1 x 25" + 1 x 15"	1	TV	Belgium

Production company - Sab Mucho

Campagne du PS	PS	AIR	Eric Bastin	1 x 3'	3	TV	Belgium
Eqwalis	Eqwalis	Grey	Frank Vroegop	1 x 40"	4	TV	Belgium
La Libre Belgique	La Libre Belgique	Anouk Sendrowicz & Partner	Xavier Seron	1 x 1' 30"	1	Internet	Belgium
Ethias "First Effies"	Ethias "First Effies"	Mc Cann Erickson	Mickaël Havenith	1 x 3'		Animation TV	Belgium
Yakult "Corde"	Yakult "Corde"	Dentsu-Bld	Sergio Honorez	1 x 30"	1	TV	Belgium

Production company - Zabriskie Films

Novabank "Waiting"	Novabank	Fortunat Athens	Patrick Van Hautem	1 x 30"	1	TV	Greece
Jupiler "Freeride"	Interbrew	Leo Burnett Brussels	Patrick Van Hautem	1 x 30"	4	TV	Portugal
Coca-Cola "Pulse"	Coca-Cola	Publicis Athens	Patrick Van Hautem	1 x 60"	5	TV	Greece
Nasha Ryaba	Nasha Ryaba	D'Arcy Kiev	Michel Perin	1 x 40"	3	TV	Kiev / Cherkassy
Prevention Campaign Diabetes		Grey Warszawa	Patrick Van Hautem	1 x 30"	1	TV	Poland
AIDS Prevention		Grey Warszawa	Patrick Van Hautem	1 x 30"	1	TV	Poland
Base testimonials FR	Base	Darwin	Michel Perin	2 x 30"	1	TV	Belgium
Base testimonials NL	Base	Darwin	Ludo Luyckx	2 x 30"	1	TV	Belgium
Opel "New Tigra"	Opel	Mc Cann Erickson	Another State of mind	1 x 5", 1 x 7"	1	TV	Belgium
Opel "Weerbericht"	Opel	Mc Cann Erickson	Zvonock	2 x 5"	1	TV	Belgium
Base "Weerbericht"	Opel	Mc Cann Erickson	Tony Kock	4 x 5"	0	TV	Belgium

Non Membres CFP-Belgium

Production company - Armand Production

Stella Artois - Plastic Bottle	Interbrew	Lowe	Spike & Jones	2 x 20"	2	TV/Cinema	Belgium
Dexia - Virement mobile	Dexia	Duval Guillaume Brussels	Dan Botbol	1 x 15"	1	TV	Belgium
Dexia - Jeux Olympiques	Dexia	Duval Guillaume Brussels	Mauro & Christiano	1 x 7" + 1 x 5"	1	TV	Belgium
Vitalinea - Fromage frais aux fruits	Danone	Young & Rubicam	Kris & Nico	1 x 20"		post prod TV	Belgium
Fortis Streetzapper-carte	Fortis	Tractor	Sergio Honorez	1 x 5"		post prod TV	Belgium

Production company - CCCP

Air - Stick - Powertraining	Cherry Coke	MC Cann	Brecht Vanhoenacker	3 x 60", 1 x 30"	3	TV/Cinema + Internet	Belgium
SPA	SPA	LG&F	Erik Bulckens	1 x 1'30"	1	TV	Belgium
Bouwwerf	Radio Donna	LG&F	Johan Seeuws	1 x 30"	1	TV	Belgium
Warka Beer	Warka	MC Cann	Erik Bulckens	1 x 45"	1	TV	Poland
Kruis	Voetbalmagazine	AllThat Jazz	Brecht Vanhoenacker	1 x 15"	1	TV	Belgium

Production company - Ed

Appelsientje "Bult"	Appelsientje "Bult"	Euro RSCG Partners	Johan Gulbranson	1 x 30"	1	TV	Belgium
Sutas "Ayranic & Bolic"	Sutas "Ayranic & Bolic"	Saatchi & Saatchi Istanbul	Hans van Rijs	2 x 30"	2	TV	Turkey
Sutas "Catwalk"	Sutas "Catwalk"	Saatchi & Saatchi Istanbul	John Clayton	1 x 30"	1	TV	Turkey
Lech "Darts", "Long jump" & "Jumping"	Lech "Darts", "Long jump" & "Jumping"	Lowe GGK Warsaw	Eddy Chu	3 x 30", 3 x 15"	3	TV	Belgium
Denizbank	Denizbank	Pirami Istanbul	Ivo Mostertman	1 x 50"	2	TV	Hungary

Production company - Maman Production

DP Lux	DP Lux	Mikado	Dan Botbol	2 x 30"	1	TV/Cinema	Belgium
Dag van de klant	Unizo	Absoluut	Anke Blondé	1 x 30"	1	TV	Belgium
Carrefour	Carrefour	Change BBDO	Anke Blondé	1 x 15"	3	Corporate	Belgium
NOB	NOB	Tractor	Anke Blondé	1 x 30"	1	TV	Belgium
Panasonic	Panasonic	Iotta	Dan Botbol	1 x 30"	1	TV	Belgium
Nieuwsblad - VAR	VUM	GV Company	Alina Kneekpens	1 x 30"	1	TV	Belgium
Nieuwsblad - Kindermaand	VUM	GV Company	Alina Kneekpens	1 x 20"	1	TV	Belgium
Nieuwsblad - Journalist/maxijazz	VUM	GV Company	Annemie Vandeputte	1 x 30" & 1 x 45"	1	TV/Cinema	Belgium
Nieuwsblad - Disneybox	VUM	GV Company	Alina Kneekpens	1 x 20"	1	TV	Belgium
Nieuwsblad - Athenes	VUM	GV Company	Marleen Gordts	1 x 20"	1	TV	Belgium
Nieuwsblad - Terug naar School	VUM	GV Company	Luc Martens	1 x 20"	1	TV	Belgium

Production company - Michel de Wouters

Jockey	Danone	Young & Rubicam Paris	H. de Wursterberger	1 x 30"	1	TV	Belgium
Carambar	Carambar	TBWA Paris	Serge Honorez	1 x 30"	1	TV	Belgium
Campagne	CDH	Cathedral	Benoît Van Wambeke	1 x 3'	1	TV	Belgium
Jacqmotte Feu	Sara Lee	Cathedral	Frank Uyttenhove	1 x 30"	2	TV	Kenya
Jacqmotte Orage	Sara Lee	Cathedral	Frank Uyttenhove	1 x 30"	2	TV	Kenya
Zero - Le retour	Kraft	Young & Rubicam	Ricardo de Carvalho	1 x 30"	3	TV	Island
Athlète	La Tribune	Australie	Sylvain Fusée	1 x 20"	1	TV	Belgium
Miss	La Tribune	Australie	Sylvain Fusée	1 x 20"	1	TV	Belgium
ING	ING	Euro RSCG	Michel Guimbard	1 x 30"	3	TV	Belgium
Rotarix	GSK	AIR	Ricardo de Carvalho	1 x 5'	5	TV	Argentina