

Les productions pubs du second 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
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Production company - czar.be							
Shower	Axe - Unilever	Vegaolmosponce Buenos Aires	Lionel Goldstein	1x60"/1x45"	3	TV	Brazil
Ben Affleck	Alpro	TBWA Brussels	Rogier van der Ploeg	1x30"/1x10"	1	TV	USA
L'Animal / L'Eclipse Grand Canyon	France	DDB Paris	Jonathan Herman	3x30"	3	TV	Belgium
Unrock	Galop Rios	Pias Brussels	Lars Damoiseaux	1x3'30"	1	TV	Belgium
The Beach	Skyнет	Mortierbrigade	Lionel Goldstein	1x90"/1x60"	3	TV	The Netherlands
Rocky	Croky	Mortierbrigade	Brecht Vanhoenacker	3x15"	2	Cinema	Belgium
I just died	Duncan&Wilde	EMI Music Brussels	Lars Damoiseaux	1x3'23"	2	TV	Belgium
Effie case	Proximus	LG&F Brussels	Toon Aerts	1x3'54"	1	TV	Belgium

Production company - i-Screen

Ariel	P&G	Saatchi & Saatchi (Paris)	Michel Israël	1x5"	1	TV	Belgium
Ariel	P&G	Saatchi & Saatchi Amsterdam	Ian Emes	1 x 30"	1	TV	Belgium
Swiffer	P&G	Leo Burnett (Paris)	Michel Meyer	1x20"	2	TV	Belgium
Mr Propre	P&G	Leo Burnett (Paris)	Luc Noorbergen	1x10"	2	TV	Belgium
Dreft	P&G	Leo Burnett (Belgique)	Tim Lohr	1x30"	2	TV	Belgium
Mr Propre	P&G	Grey (Belgique)	Olivier Legan	2x20"	2	TV	Belgium
Ariel	P&G	Quattro Saatchi & Saatchi (Belgique)	Klaus Verschere	1x30"	1	TV	Belgium
Dash	P&G	Leo Burnett (Belgique)	Régine Mahaux	1x15"	1	TV	Belgium
Mr Propre	P&G	Grey (Belgique)	Olivier Legan	2x20"	4	TV	Belgium
Mr Propre	P&G	Grey (Belgique)	Olivier Legan	1x20"	1	TV	Belgium
Bonux/Ace	P&G	Leo Burnett (Paris)	Bruno Decharme	1x25"/1x20"	1	-	Belgium
Ariel	P&G	Saatchi & Saatchi (Amsterdam)	Michel Israël	1x10"	1	TV	Belgium
Johan Verminnen, Salvatore Adamo	Banques Alimentaires	Fast	Michel Israël	2x30"	1	TV	Belgium

Production company - Latcho Drom

Taureau Allé	Taureau Allé	JWT Paris	Stef Viaene	1x30" TV	2	TV	Belgium
Trein - Postbode	VTM	The ideas Unit	Manu Coeman	2x60" TV + 1x30"Cinema		TV/Cinema	Belgium
Rijkdom	Monza	EMI Music Belgium	Raf & Roel	3'55" TV	5	TV	Spain
Product Shots	Senseo	Duval Guillaume Brussels	Christian Dauphin	1x3"		TV	Belgium
Loop	TMN	JWT Lisboa	Raf & Roel	1x30" TV+ dir.cit	3	TV	Portugal

Production company - Lovo Films

Dog / Surprise / Sleeve	GB	Cathedral	Frank Devos	3	1	TV	Belgium
Help	Childfocus	Grey	Serdar	1	1	TV	Belgium
Snake / Bull	Gordon Beer	Gelder	Francois Mercier	2	1+3D	TV/Cinema	Belgium
Biep	Mora	SWH Amsterdam	Frank Devos	1	1	TV	Belgium
Test 1 / Test 2 / Test 3	Gouden Gids	Mc Cann	Frank Devos	3	1	TV	Belgium
-16	.BE	Duval Guillaume	Frank Devos	1	2	TV	Belgium

Production company - MiB

Jupiler Perfect Draft	Inbev	Leo Burnett	Patrick Van Hautem	1x30"	3	TV	Portugal
Tour de france	Cofidis	LDV	Zanadu	2x5"	1	TV	Belgium
Seduction / Coke Light 2	Coca Cola	Banana's / Amphion	Zanadu	6x20"	2	TV	Belgium
RVI	VRT	Duval Guillaume	Zanadu	1x30"	1	TV	Belgium
Kalfveles	Vlam	Darwin	Zanadu	1x30"	1	TV	Belgium
Zespri Green / Tennis, Football	Zespri	Lielens&Partners	Patrick Van Hautem	2x15"	2	TV	Portugal
Oasis/Schweppes Agrum	Schweppes	Schweppes Belgium	Filip Vangeffelen	2x30"	0	TV	post prod
Demak'up	Georgia Pacific	LDV	Filip Vangeffelen	2x30"	0	TV	post prod

Production company - Pacha Production

Maredsous	Bel	Young & Rubicam	Nicolas Fay	2x30"	2	TV	Belgium
Jean Caby	Jean Caby	Opera	Olivier Lecot	1x20"/1x10"	1	TV	Belgium
Peugeot	Peugeot	Euro RSCG	Pascal Laethier	1x20"	1	TV	Belgium
Leerdammer Yogu	Bel	Saatchi & Saatchi Frankfurt	Hervé Hiolle	1x15"	1	TV	Belgium
Folifrais	Bel	Saatchi & Saatchi France	Nicolas Fay	1x20"	2	TV	Belgium
Goed Gevoel	Magnet Magazines	TBWA/GV Company	Benoît V. Wambeek	1x30"	1	TV	Belgium

Yoplait	Yoplait	Posternak-Margerit	Thierry Dupetit	1x20"	1	TV	Belgium
Nieuwsblad Disney	Het Nieuwsblad	TBWA/GV Company	/	1x20"	1	TV	Belgium
INPES	INPES	FCB	Edouard Deluc	2x30"/ 1x20"	3	TV/Cinema	Belgium
Bioplait	Yoplait	Posternak-Margerit	Hervé Hiolle	1x25"	2	TV	Belgium
Nieuwsblad	Het Nieuwsblad	TBWA/GV Company	Fabrice Jarossay	1x20"	1	TV	Belgium

Production company - Pix Film Production

BIVV	BIVV	GV Company	Raf Wathion	1x30"	1	TV	Belgium
Proximus Graphics	Proximus	LG&F	Jan Bultheel	1x45"	1	TV	Belgium
City Quest	Radio Donna	LG&F	Kurt Maes	1x30"	1	TV	Belgium
Delight	Mars	VVI/BBDO	Kurt Delijer	3x5"	1	TV	Belgium
Basket	Renault Megane	Publicis	Dimitri Karakatsanis	1x 30"	1	TV	Belgium
Orchestra/Bank/Library/ Audience Jacking	Belgacom	Duval Guillaume Brussels	David Charhon	4x35" & 2x45"	4	TV	Belgium
Vrijgezel	Radio Donna	LG&F	Kurt Delijer	1x30" + 1x25"	1	TV	Belgium
Zonnen en Garnalen	Axa	LG&F	Kurt Maes	1x5"	1	TV	Belgium
Arme Voeten	Daktarin	7Beaufort	Kene Illegems	1x30" & 1x20"	2	TV	Belgium
Plezantste Land	Bobbejaanland	Ten	Vincent Bal	1x 25"+5"	1	Tv	Belgium
De tijd loopt	11.11.11	LDV	Kurt Stallaert	1x35" + 1x45"	1	TV	Belgium

Production company - Roses Are Blue

Brand + Lego	Mobistar	Air	Bram Van Riet	2	2	TV	Belgium
En wat eten we vandaag?	Spar	Duval Guillaume Brussels	Kurt De Leijer	6	1	TV	Belgium
Bloem	Telenet	LDV	Kurt De Leijer	1	1	TV	Belgium
Magicien	Belgacom	Duval Guillaume Brussels	David Charhon	1	1	TV	Belgium
Lovers	Belgacom	Duval Guillaume Brussels	Frank Van Passel	1	2	TV	Belgium + Italy

Production company - SabMucho!

La Rencontre	La Libre Belgique	Anouk Sendrowicz & Partners	Spike and Jones	1x30"	2	TV	Belgium
Défi pour la Terre	Fondation Nicolas Hulot	TF1	Pascal Zabus	19x60"	14	TV	Belgium
Lapin ressort	Ethias	McCann-Erickson	Pascal Chinarro	Animation	Animation		France

NON MEMBRES CFP-BELGIUM

Title	Advertiser	Agency	Director	Nr of films	Days	Tv/Cin	Country
Production company - Armand Production							
Le General	Scotch Brite	Callegari/Grey	Sergio Honorez	1X20"	1	TV	Belgium
Le Carrousel-Pecheur De Crevettes	Forem	Redcell	Kris&Nico	2X20"	2	TV	Belgium
Chachatron	Lu	Euro RSCG	Kris&Nico	7X20"	2	TV	Belgium
L 'installateur	Daikin	Care	Kris&Nico	1X20"	1	TV	Belgium
Tekken 5	Playstation	Tbwa	Kris&Nico	6X20"	1	TV	Belgium

Production company - CCCP

zwemmers, wielrenners, lopers, basket	Bons d'Etat	Leo Burnett (Nicolas Karakatsanis)	Sir Taki	4x30"	2	TV + Internet	Belgium
Substitute	Absynthe Minded	Keremos	Jerome Cabane	1x4'	1	TV + Internet	Belgium
Petit Grand, Bridget, Latex Russe	Melitta	Steak	Paf Le Chien	3x10"	1	TV + Internet	Belgium
Movida, Belle Color	Garnier	Publicis	Jacy	2x30"	3	TV + Internet France	Belgium
Radio Ricola	Ricola	MAD	Bart Van den Bempt	1x4'	4	Effie Case	Belgium

Production company - Maman Production

Belgacom Digital Adventure	Belgacom	Vo Communication	Sergio Honorez	1X30"	1	Tv/Cinema	Belgium
Plan International Plan	International	Absoluut	Dan Botbol	1X30"	1	TV	Belgium
Dexia Meteo	Dexia	Duval Guillaume	Anke Blonde	1X3"	Post Prod	TV	Belgium

Production company - Michel de Wouters

Vitalinea	Danone	Euro RSCG	Michel de Wouters	4x10"	1	TV	Belgium
Je Créé	NPC	Euro Lille	Hervé Hiolle	6x30"	3	TV	Belgium / France
Damart	Damart	Agence V	Frank Devos	6x30"	3	TV	Belgium
Mc Do Parents	Mc Donald's	TBWA / Paris	Kris & Nico	30"	2	TV	Belgium
Royco	Campbell	Y & R	Anton Visser	30"+3x10"	2	TV	South Africa
Chocamini	CPW	Mc Cann	Kris & Nico	30"	2	TV	Belgium

Production company - T42

Selection	Senseo/Philips	Duval Guillaume Brussels	Fabrice Armand	3x20"	1	TV	Belgium
Mothers Day, Fathers Day	Senseo/Philips	Duval Guillaume Brussels	Fabrice Armand	6x15"	1	TV	Belgium
De Zak	Het Nieuwsblad	GV Company	Jakob Verbruggen	1x30" 1x45"	1	TV/Cinema	Holland
Le regard, Anniversaire, La Cravate	Femmes D'Aujourd' hui	DDB	Dimitri Karakatsanis	3x20"	1	TV	Belgium
Yoke Devynck	Grany/ Lu	Euro RSCG	Dimitri Karakatsanis	1x30"	2	TV	Belgium
Italian Family	C&A	DDB	Dimitri Karakatsanis	2x30"	1	TV	Belgium
Knitwear	C&A	DDB	Dimitri Karakatsanis	2x30"	1	TV	Belgium
Worldwide Access	Dexia	Duval Guillaume Brussels	Jean-Paul Frenay	1x5"	1	TV	Belgium
Ready to Learn	NMBS/SNCB	VVL BBDO	Work	2x30"	2	TV	Belgium