

# Les productions pubs du deuxième semestre 2008

Chaque semestre, 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.

TITLE	ADVERTISER	AGENCY	DIRECTOR	NR OF FILMS	DAYS	TV/CINEMA	COUNTRY
<b>MEMBRES CFP-BELGIUM</b>							
<b>CAVIAR</b>							
Yummie	Sensoa	Boondoggle	Frank Devos	1x55"	1	Viral	Belgium
Haiti	AZG/MSF	mortierbrigade	Kurt de Leijer	1x 30"	3	TV	Haiti
Black & Christmas	Senseo	Duval Guillaume B	Keith English	2x20", 2x30", 1x10", 1x15" 5" tag-ons	3	TV	USA
Marie Gillain	Plan B	Famous	Bram Coppens	1x30"	1	TV	Belgium
Trainer	Belgacom	VVL BBDO	Andreas Hasle	1x35"	1	TV	Belgium
Needle	Les Petits Riens	DDB	Bram Coppens	1x20"	1	TV	Belgium
Shower	4FM	Openhere	Wim Reygaert	1x30"	1	TV	Belgium
Squirrel	Proximus	Famous	Rafaelo Lopez Saubidet	1x35"	1	TV	Belgium
Mexico	Donna-Thomas Cook	Famous	Kurt de Leijer	1x25", 1x5"	1	TV	Belgium
Cloud	VLK	Saatchi & Saatchi	Wim Reygaert	1x30"	1	TV	Belgium
Working Kids	Electrabel	Famous	Karen Cunningham	1x60", 1x45", 1x30", 1x15'	4	TV/Cinema	Belgium, Neth.
Speculoospasta	Lotus	Duval Guillaume B	Frank Van Passel	1x30"	2	TV	Belgium
Tia & Justine	BOIC	Famous	Keith Schofield	2x35"	1	TV	Belgium
Pré van de premier	Q-Music	The Ideas Unit	Andreas Hasle	1x30"	1	TV	Belgium
Hello	4FM	Openhere	Wim Reygaert	1x30"	1	TV	Belgium
Kinder Bueno	Ferrero	Happiness	Annemie Vandeputte	1x30", 1x20"	3	TV	Belgium
Prevel 'Our House'	Janssen	7Beaufort	Bram Coppens & Kene Illegems	1x30"	1	TV	Belgium
Friends & Gameboy	Center Parcs	Duval Guillaume A	Frank Devos & Andreas Hasle	2x25"	3	TV	Belgium, South Afr.
Porsche	Q-Music	The Ideas Unit	Bram Coppens	1x20"	1	TV	Belgium
Kleine Mannekes	Vredeseilanden	Duval Guillaume A	Frank Devos	1x60"	1	Viral	Belgium, South Afr.
Transformations	Safer Internet	LDV United	Bram Van Riet	1x30", 1x10"	2	TV/Viral	Belgium
Giants	NMBS	VVL BBDO	Kene Illegems	1x30"	3	TV/Cinema	Belgium
Olymp.Spelen & Tour 08	Radio 1	Duval Guillaume B	Joost Wynant	2x25"	1	TV	Belgium
Laat je oude kieren verdwijnen	Feeling	Duval Guillaume B	Tom Willems	1x10"	1	TV	Belgium
Jordanië	Radio 1	Duval Guillaume B	Kurt de Leijer	1x30"	1	TV	Tunesia
Beker van België	Kia	LDV United	Tim Mielants	11x5"	1	TV	Belgium
Golf/Sauna/Kok/Hotel	Bongo	Duval Guillaume B	Kurt de Leijer	4x10"	1	TV	Belgium
Bad/Bos/Bed/Cognac	Klara	Famous	Tim Mielants	4x30"	1	TV	Belgium
Camera Cachee	Bob	Famous	Andreas Hasle	1x30"	1	TV	Belgium
Trunk/Stairs/Door	Renault	Publicis	Tom Willems	3x5"	1	TV	Belgium
Kids run	Hart voor handicap	LDV United	Tom Willems	1x40"	1	TV	Belgium
<b>CZAR.BE</b>							
Perdolan Compositum	McNeil	7Beaufort	Lars Damoiseaux	2x25"	2	TV/internet	Belgium
Flyguy	VM/ma - Q Music	The Ideas Unit	Dimitri Karakatsanis	1x45"	2	TV/Cine/Internet	Turkey
Fight	Proximus	Famous	Erik Bulckens	1x35"	1	TV/Cine/Internet	Belgium
Jupiler Blue	AB InBev	Famous	Jeroen Annokkée	1x40"	3	TV/Internet	Belgium
Gas Station	D'leteren - Volkswagen	Duval Guillaume B	Joe Vanhoutteghem	1x35"	2	TV/Internet	Belgium
Tom Lanoye	VRT - Klara	Famous	Toon Aerts	1x30"	1	TV/Internet	Belgium
iPlus	AXA	Duval Guillaume B	Koen Mortier	1x30", 1x45"	2	TV/Internet	Columbia
Jupiler Tauro	AB InBev	Famous	Raf Wathion	1x30"	2	Cinema/Internet	Belgium
DS Weekend	De Standaard	LDV United	Brecht Vanhoenacker	1x30"	1	TV/Cine/Internet	Portugal
Vader-Zoon/Stel/Oma	Belgacom	VVL BBDO	Jeroen Annokkée	3x40"	4	TV/Internet	Belgium
Happy Family	AXA	Duval Guillaume A	Dimitri Karakatsanis	1x30", 1x45"	1	TV/Internet	Belgium
Win For Life 3000	Nationale Loterij	Famous	Toon Aerts	1x30"	1	TV/Internet	Belgium
Sultan	Ikea	Kunstmaan	Lars Damoiseaux	3x1'30"	1	Internet	Belgium
Frustration	Hebbes	Famous	Toon Aerts	1x30"	1	TV/Internet	Belgium
Natuuraandeeel	Humo	mortierbrigade	Erik Bulckens	1x30"	1	TV/Internet	Belgium
Happy New Year	Electrabel/GDF Suez	Famous	Raf Wathion	1x30"	4	TV/Cine/Internet	Belgium
Iberdrola	Iberdrola	Publicis Madrid	Lieven Van Baelen	1x45"	6	TV/Internet	Spain, USA
Breakdance/Car/Manualist	VRT Klara	Famous	Erik Bulckens	3x30"	2	TV/Internet	Belgium
Omelis & Rogiers	Q Group	The Ideas Unit	Erik Bulckens	1x30"	2	TV/Internet	Belgium
<b>Dr FILM</b>							
Cochon	Marcassou	TBWA	Guy Goossens	6x30"	1	TV	Belgium
Groenten & Fruit	VLAM	Germaine	Spike n jonze	2x30"	1	TV	Belgium
Minderheid	Vacature	TBWA	Guy Goossens	4x1', 2x30"	1	TV	Belgium
Eieren-Brugge	B-Park	d-artagnan	Michaël Bombeeck	1x5", 1x15", 1x30"	1	TV/Cinema	Belgium
Herfstmix	één	TBWA	Guy Goossens	1x55"	1	TV	Belgium
House	Belgacom	VVL BBDO	Jeroen Mol	1x55"	1	TV	Spain
Viral - testdrive	Harley Davidson	McCann Erickson	Alain Provist	1x1,5'	1	Internet	Belgium
Viral - dodgeatwork	Dodge	VVL BBDO	Alain Provist	1x2'	1	TV/Internet	Belgium
CCB	CCB	Lowé	Michaël Bombeeck	1x30"	1	Internet	Belgium
Weekendprogrammatie	Klara	Famous	Sven Super	1x30"	1	TV	Belgium
Muziekstrijd	Klara	Famous	Sven Super	1x30"	1	TV	Belgium
Goldshake	Telenet	TBWA	Guy Goossens	1x30"	1	TV	Belgium
Prayer	Radio 2	Flexus	Guy Goosens	1x30"	1	TV	Belgium
Child cry	Kinderkreet	Duval Guillaume A	Ingrid Lemaire	1x35"	1	TV/Internet	Belgium
Stereo-promotie	Het Nieuwsblad	TBWA	Michaël Bombeeck	1x30"	1	TV	Belgium
Mennen	Colgate	Y&R France	Michaël Bombeeck	1x50", 2x30"	1	TV/Internet	USA
Olifant - I pod	Het Nieuwsblad	TBWA	Michaël Bombeeck	1x20"	1	TV	Belgium
Baby	Belgacom	VVL BBDO	Jeroen Mol	1x30"	1	TV	South Africa

<b>Vlieg</b>	<b>Telenet</b>	<b>TBWA</b>	<b>Jeroen Mol</b>	<b>1x30"</b>	<b>1</b>	<b>Internet</b>	<b>Belgium</b>
Verjaardag	Close the Gap	Leo Burnett	Guy Goossens	1x30"	1	Internet	Belgium

## LATCHO DROM

Ramen en deuren	Belisol	DDB	Raf & Roel	1x30"	1	TV	Belgium
<b>Waterkanon</b>	<b>Center Parcs</b>	<b>Duval Guillaume A</b>	<b>Raf &amp; Roel</b>	<b>3x30"</b>	<b>2</b>	<b>TV</b>	<b>Belgium + France</b>
Mijn restaurant	Belgische Kazen	Darwin BBDO	Raf Reyntjens	1x30"	1	TV	Belgium
<b>Milk</b>	<b>Alpro</b>	<b>TBWA</b>	<b>Christian Dauphin</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Bumper hole/ Airco/ Gel	Carglass Fr		Bruno Roche	3x50", 3x20"	5	TV	Belgium
<b>Big bang</b>	<b>Jacqmotte</b>	<b>Euro RSCG</b>	<b>Stef Viaene</b>	<b>1x30", 1x20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Haloween/ Peanuts/ Medewerker	Bobbejaanland	10 Advertising	Raf & Roel	3x20"	1	TV	Belgium
<b>Bumper/ All solutions</b>	<b>Carglass NI</b>		<b>Bruno Roche</b>	<b>1x50", 1x20"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Bumper/ Frost	Carglass Be	McCann Erickson	Bruno Roche	3x50", 5x20"	4	TV	Belgium
All solutions							
<b>ISA</b>	<b>Comm. Française</b>	<b>Karamba</b>	<b>Jean-Paul Frenay</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>

## SAB MUCHO

Les Alpinistes	Communauté française	McCann Erickson	Benoît Mariage	1x30"	1	TV	Belgium
<b>Les Jumelles</b>	<b>TELE 2 Mobile</b>	<b>RMG Connect</b>	<b>Spike &amp; Jones</b>	<b>1x18"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
The cover&Rebel penis	MTV -Aids	Lowe	Mathieu Mortelmans	2x30"	1	TV	Belgium
<b>Hypnose &amp; Exorciste &amp; Ostéopathe &amp; Chaman</b>	<b>VOO</b>	<b>Euro RSCG</b>	<b>Spike &amp; Jones</b>	<b>2x30", 2x40"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
EuroMillions-Vacances	Loterie Nationale	Lowe	Didier Barcelo	1x45", 10x15"	5	TV	USA

## 7ia

Bonux	P&G	Leo Burnett	Patrice Toye	2x10"	1	TV	Belgium
<b>Head&amp;Shoulders/Flair</b>	<b>P&amp;G/Flair</b>	<b>Saatchi &amp; Saatchi</b>	<b>Michel Houssiau</b>	<b>1x10"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Ariel	P&G	Saatchi & Saatchi	Michel Houssiau	1x10"	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>
Swiffer	P&G	Leo Burnett (France)	Bruno Decharme	1x30", 1x20"	2	TV	Belgium
<b>Ariel</b>	<b>P&amp;G</b>	<b>Saatchi &amp; Saatchi (FR)</b>	<b>Mathias Lebeer</b>	<b>3x30"</b>	<b>4</b>	<b>-</b>	<b>Belgium</b>
Pantene	P&G	Grey	Patrice Toye	2x35"	1	TV	Belgium
<b>Viakal</b>	<b>P&amp;G</b>	<b>Leo Burnett</b>	<b>Bruno Decharme</b>	<b>2x30"</b>	<b>3</b>	<b>TV</b>	<b>Belgium</b>
Dash	P&G	Leo Burnett (France)	Guy Goossens	2x40", 2x30"	2	TV	Belgium

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

## Armand Production

Iglo fishsticks 'voisin'	Iglo	Young & Rubicam	Bruno Chiche	1x30"	1	TV	Belgium
<b>Iglo Meals</b>	<b>Iglo</b>	<b>Young &amp; Rubicam</b>	<b>Bruno Chiche</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Actimel winter	Danone	Young & Rubicam	Vincent De Brus	1x30", 25", 20"	3	TV	Argentina
Kid/Adult/Senior							
<b>Activia 'Noël'</b>	<b>Danone</b>	<b>Young &amp; Rubicam</b>	<b>Vincent De Brus</b>	<b>1x20"</b>	<b>1</b>	<b>TV</b>	<b>Argentina</b>
Activia 'bons moments'	Danone	Young & Rubicam	Vincent De Brus	1x40"	1	TV	Argentina
<b>Verre</b>	<b>IBSR/BIVV</b>	<b>Saatchi &amp; Saatchi</b>	<b>Anne-Marie Vandeputte</b>	<b>2x30"</b>	<b>post prod</b>	<b>TV</b>	<b>Belgium</b>
Danio 'laisse magique'	Danone	Young & Rubicam	Anne-Marie Vandeputte	1x30"	1	TV	Belgium
<b>Danio tag 'promo &amp; classique'</b>	<b>Danone</b>	<b>Young &amp; Rubicam</b>	<b>Thierry Delvigne</b>	<b>2x10"</b>	<b>photo shoot + post prod</b>	<b>TV</b>	<b>Belgium</b>
Rhinathiol	Sanofi Aventis	Publicis	Bruno Chiche	2x25"	2	TV	South Africa
'montagne & chien'							
<b>Claque, main, verre d'eau</b>	<b>Nearly New Car</b>	<b>Van Piperzeel</b>	<b>Vincent Lannoo</b>	<b>3x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Minedu	Ministère Ed.Nat. & Form.Prof. (Lux)	Binsfeld Communication (Lux.)	Vincent Lannoo	1x30"	1	TV	Belgium
<b>Ligue des impatients (8 films)</b>	<b>Nearly New Car</b>	<b>Van Piperzeel</b>	<b>Vincent Lannoo</b>	<b>8x +/- 1'</b>	<b>2</b>	<b>Internet</b>	<b>Belgium</b>
Activia Challenge/ Post challenge	Danone	Young & Rubicam	Vincent De Brus	2x30"	2	TV	Belgium
<b>Danacol 'buddy'</b>	<b>Danone</b>	<b>Young &amp; Rubicam</b>	<b>Vincent De Brus</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
La capricieuse	Mercedes	Van Piperzeel	Vincent Lannoo	1x30"	1	TV	Belgium

## LOVO Films

Kites, Bikes	FOST	Young & Rubicam	Marc Wilkins	2x30"	2	TV	Belgium
<b>Church/School/ Theater/Wedding/Bench</b>	<b>Amnesty Intl.</b>	<b>Air</b>	<b>Thedeck &amp; Lenitch</b>	<b>5x1'30"</b>	<b>3</b>	<b>Internet</b>	<b>Belgium</b>
Pumpkin	Telenet	TBWA	Nic&Sune	1x30"	1	TV	South Africa
<b>Bloemen &amp; Planten</b>	<b>VLAM</b>	<b>Germaine</b>	<b>Anne-Marie Vandeputte</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Noctambus	TEC	Un Pas Plus Loin	Patrice Gautot	1x10"	animation	TV	Belgium
<b>Tic Tac Block</b>	<b>Ferrero</b>	<b>DDB</b>	<b>3LP</b>	<b>4x7"</b>	<b>animation</b>	<b>TV</b>	<b>Belgium</b>
Dixan pure white	Henkel	DDB	3LP	1x10"	animation	TV	Belgium
<b>Angels</b>	<b>La Baloise</b>	<b>Mikado (Lux)</b>	<b>Lars Blumers</b>	<b>1x30"</b>	<b>1 + 3D</b>	<b>TV</b>	<b>Belgium</b>
Tour de France, Relay Race	Telenet	TBWA	Charley Stadler	2x30"	2	TV	USA
<b>Drill</b>	<b>Silence</b>	<b>McCann Erickson</b>	<b>Serdar</b>	<b>1x25"</b>	<b>1</b>	<b>TV</b>	<b>USA</b>

## MDW Productions

<b>Liebig/ Royco Minute Soup</b>	<b>Liebig</b>	<b>Y&amp;R France</b>	<b>César Vatsie</b>	<b>5x20", 1x10"</b>	<b>7</b>	<b>TV</b>	<b>Belgium/France</b>
Royco Puree Minute	Campbell Foods	Young & Rubicam	Alexandre Coffre	1x20"	3	TV	Belgium
<b>Now</b>	<b>Electrabel</b>	<b>Air</b>	<b>Olivier Malvoisin</b>	<b>1x6"</b>	<b>5</b>	<b>TV</b>	<b>Belgium</b>
Devos Lemmens Vegup tag	Campbell Foods	Young & Rubicam	Franck Luytenhove	1x15"	3	TV	Belgium
<b>IPF</b>	<b>Belgacom</b>	<b>IPF</b>	<b>Michel de Wouters</b>	<b>1x30"</b>	<b>2</b>	<b>TV</b>	<b>Antarctica</b>

## MIB

<b>Flanders port area</b>	<b>FPA</b>	<b>VVL BBDO</b>	<b>Didier Malchaire</b>	<b>1x60"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Chrysler Jeep	Chrysler	Darwin BBDO	Lenny	1x30"	post prod	TV	Russia
<b>Come a Casa Lasagne sponsoring 1</b>	<b>Ter Beke-Fresh Meals</b>	<b>LDV United</b>	<b>Lenny</b>	<b>20x5"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Fiets	Becel	Darwin BBDO	Patrick Van Hautem	1x20"	1	TV	Portugal
<b>Bebat</b>	<b>Bebat</b>	<b>Lielens</b>	<b>Salomao</b>	<b>6x15"</b>	<b>4</b>	<b>TV</b>	<b>Sout Africa</b>
Come a Casa lasagne sponsoring 2	Ter Beke-Fresh Meals	LDV United	Lenny	10x5"	1	TV	Belgium