

Les productions pubs du troisième trimestre 2005

Chaque trimestre, le CFP-Belgium et Media Marketing proposent de publier un récapitulatif des productions publicitaires listées au cours des mois écoulés. L'objectif poursuivi étant d'évaluer le volume économique des productions et de suivre l'évolution dans le temps. Les informations publiées ci-après sont récoltées par le CFP-Belgium pour ses membres, et par les maisons de production non-membres du CFP.

MEMBRES CFP-BELGIUM

TITLE	ADVERTISER	AGENCY	DIRECTOR	NR OF FILMS	DAYS	TV/CN	COUNTRY
CAMAR Pix Film Production							
Imago	Electrabel	VVL/BBDO	AnneVan deputte	1x30"/1x45"	3	TV/Cinema	Belgium
Jongeren	KBC	VVL/BBDO	PietVan Hees	2x30"	1	TV	Belgium
Rap	Bisc&M&Ms	Schaule&Friends	SylviaDelaine	1x15"		ANIMATION TV	Belgium
Statue	Melk	DuvaGuillaumeBXL	CHAD (DavidCharhon& AndreaHasle)	1x30"	2	TV/Cinema	Belgium
MakeMyDay	RadiDonna	LG&F	JanBultheel	1x30"		ANIMATION TV/Cinema	Belgium
Dekat	Douwewegberts	DuvaGuillaumeBXL	VincenBal	1x30"	1	TV	Belgium
Humdiegt	Humo	mortierbrigade	Jules	10x30"	2	TV/Internet	Belgium
Letthebeastgo	Humoodoom	mortierbrigade	BramRiet	1x30"	1	TV/Cinema	Belgium
CAMAR Roses Are Blue							
Freesurf	Telenet	LDV	KurtdeLeijer	1x30"	1	TV	Belgium
Africa	11.11.11	LDV	KurtDeLeijer	1x30"	1	TV	Africa
Tarzan+Whale	Senseo	DuvaGuillaumeBXL	FrankVanPassel+ AndreaHasle	2x30"	2	TV/Cinema	Belgium
verzamelaar+verliefd	Telenet	LDV	HildeVanMieghem	2x20"	1	TV	Belgium
supermarket+ passportphoto+ chewinggum	Belgacom	DuvaGuillaumeBXL	Thor	1x15",1x20", 1x30"	1	TV	Belgium
Superma+ Barbarella	Forem	JWT	Thor	1x15",1x20", 1x30"	1	TV	Belgium
Avance+ Rassurante-Mi-temps	La DernièreHeure	AIR	BramvanRiet	2x30"	1	TV	Belgium
Bv's rijden meteenhuyn dai	Hyundai	DuvaGuillaumeBXL	KurtdeLeijer	7x15",1x20"	1	TV	Belgium
CZAR.BE							
Zomertoer	Donna	LG&FBrussels	ToonAerts	5x25"	2	TV	USA
PetiteFille	Mobistar	AirBrussels	LieveVanBaelen	1x40'/4x5"	2	TV	Belgium
Country	Eurostar	TBWABrussels	KoenMortier	1x45'/1x30"	2	TV	CzechRepublic
Burnout	EA	Wieden+ KennedyAmsterdam	ToonAerts	1x30"	3	TV	Belgium
Koers/ Camping 3G	Proximus	LG&FBrussels	LionGoldstein	1x60"2x45" / 1x30"	5	TV	Belgium
Prepaid Postpaid Family Brand	Mobistar	AirBrussels	LieveVanBaelen	4x30"	5	TV	France
HauntedHouse	Hebbes	LG&FBrussels	ToonAerts	1x60"/ 1x30"	1	TV	Belgium
i-Screen							
Dash	P&G	LeoBurnett	PatriceToye	5x40"	4	TV	Belgium
Bonux	P&G	LeoBurnett	PatriceToye	2X20"	2	TV	Belgium
ODM"Le Pont"	DGOS	ChiliConCarne	GuidoVerelst	1x30"	2	TV	Belgium
Mr Propre	P&G	Grey	OlivieLegan	1x20'/ 1x10"	2	TV	Belgium
Swiffer	P&G	LeoBurnett(France)	MichMeyer	3x20'/ 4x8" / 1x30"	2	TV	Belgium
Ariel	P&G	Saatchi& Saatchi	Michaëraël	1x30"	2	TV	Belgium
Viakal	P&G	LeoBurnett(France)	BrunoDecharme	1x20"1x10"	1	TV	Belgium
Dreft	P&G	Grey(UK)	BrunoResnais	3x10"	1	TV	Belgium
Ariel	P&G	Saatchi& Saatchi (France)	SébastienGrousset	1x30"	2	TV	Belgium
Key Line Films							
HeraldTribune	-	Young& Rubicam Milan	XavieMairesse	1x30"	2	TV	SouthAfrica
Centwafersoco, praline	Lu	EuroRSCG	DeoRobberechts	2x15" & vl	2	TV	Capetown
Skoda	Skoda	Saatchi& SaatchiGeneve	LeilaFisher	1X15"	1	TV	Belgium
Passendale	Passendale	Germaine	VincenGennaux	1x10" & vl	1	TV	Belgium
CokelighSango	CocaCola	Publicis	VincenGennaux	1x30"fr & vl	1	TV/Cinema	Belgium
DavidAttenborough Chaudfontaine	CocaCola	LG&F	Hadi	1x30"fr & vl	2	TV	Belgium
"Thecrumble"	Vitalinea	EuroRSCG	XavieMairesse	1x25'/ 1x30" fr & vl	1	TV	Romenia
LeoHoldUp,Birth	Kraft	Ogilvy	JohanGulbranson	2x15" & vl	2	TV/Cinema	Belgium
CokelighSango	CocaCola	Publicis	VincenGennauxGrid	1x10"fr & vl	1	TV	Belgium
Cokeligh Lemon Sango	CocaCola	Publicis	VincenGennaux	1x15"fr & vl	1	TV	Belgium
Youngcreatives departurtoCannes	Fullage	Publicis	MarcDecoster	1x40"	1	Internet	Belgium
Happiness	Alpro	TBWA	XavieMairesse	1x30"	2	TV/K	SouthAfrica

Di rupe/ la berceuse/ Fonck	Télémostique	Euro RSCG	Marc Decoster	3x20"	2	TV/Cinema	Belgium
Post it	Minute Maid	Publicis	Marc Decoster	1x30"	1	TV	Belgium

Latcho Drom

M&M Talk	Mars	CCM BBDO/Addict	Olivier Ayache Vidal	6X20"	5	TV	Belgium
"Move"	Vlaams jeugdbeweging	Lowe	Hans Vercauter	1x30"	1	TV/Internet	Belgium
Full Page	Full Page	Publicis	Raf & Roel	1x1'	1	Internet	Belgium
Le Soir: "2050 Odyssée de la Terre"	Rossel	-	Raoul Rodriguez	1X20"	1	TV	Belgium
Zero: "Goldfish" & "Pizza"	Kraft	Ogilvy and Mather	Raf & Roel	2x15"	1	TV	Belgium
Duvel: "De Grootste Belg"	Brewery Moortgat	Duval Guillaume Antwerp	Hans Vercauter	5x7"	1	TV	Belgium
"Faites des miracles"	Ford	Ogilvy & Mather	Hans Vercauter	4x15"	1	Internet	Belgium
"Speed" & "Silence"	La Poste	LG&F	Manu Coeman	2x40"	3	TV	Belgium

Lovo Films

Invest in Belgium	.be	Ogilvy	Francois Mercier	1x30"	1	TV	Belgium
75 jaar radio	VRT	Duval Guillaume Antwerp	Serdar	1x30"	2	TV	Belgium
Studio 1	VRT	Duval Guillaume BXL	Frank Devos	3x20"	3	TV	Belgium
Baraka	Loterie Nationale	LG&F	Sergio Honorez	2x20"	1	TV	Belgium
Mime	Mime Festival	Duval Guillaume Antwerp	Serdar	1x30"	1	TV	Belgium
Petit Déjeuner	Lu	Euro RSCG	Francois Mercier	1x15"	1	TV	Belgium

MIB

Diekirch Perfect Draft	Inbev	Advantage	Patrick Van Hautem	1x30"/ 1x10"	4	TV/Cinema	Russia- Belgium
Seduction / Coke Light 3	Coca Cola	Banana's / Amphion	Zanadu	6X20"	2	TV	Belgium
Diekirch call to action	Inbev	Advantage	Patrick Van Hautem	1x10"	1	TV	Russia
VW new models	VW	DDB	Vincent Lannoo	6x30"	2	TV	Belgium
Lotus	Georgia Pacific	LDV	Filip Vangeffelen	1x30"	0	TV	post prod
Coke Light / documentary	Coca Cola	Banana's / JIM TV	Laurent Bousse	2x180"	4	TV	Belgium

Pacha Production

NRJ	NRJ	Léo Burnett	Joël Franka	1x25"	1	TV	Belgium
Cora	Cora	AD Store	David Martinez	1x30"	1	TV	Belgium
Boursin	Boursin	Publicis Brussels	Fabrice Jarossay	1X15"	1	TV	Belgium
Yop	Yop	Posternak-Margerit	Thierry Dupety	1x30"	1	TV	Belgium
Citroën	Citroën	Euro RSCG	Pacha/72 DPI	1x30"	Post prod	TV	Belgium
Heinz	Heinz	Léo Burnett	Pacha	2x8" 2x5"	Post prod	TV	Belgium

SabMucho!

Défi pour	Fondation Nicolas Hulot	Les Films de la Marelle (France)	Pascal Zabus	20 programmes courts	14 jours	TV	Belgium
Ethias	Ethias	MCCann	Pascal Chinarro	1x30"	Animation	TV	Belgium
Sécurité	Bureau suisse de préventions des accidents	Saatchi&Saatchi Simko	Laurent Chanez	3x30"	4 jours	TV	Belgium
Lotto "La Moule"	La Loterie Nationale	Lowe	Spike and Jones	1x10" - 7" - 5"	1 jour	TV	Belgium

NON-MEMBRES CFP-BELGIUM

TITLE	ADVERTISER	AGENCY	DIRECTOR	NR OF FILMS	DAYS	TV/CIN	COUNTRY
Armand Production							
Danio "Muppet" + "Strip"	Danone	Young&Rubicam	Jeff Ford	2x30"	2	TV	Belgium
"Elvis" + "Plongeon"	Electrabel	VVL/BBDO	Kris & Nico	2x30"	2	TV	Belgium
Balade Omega3	Balade	Euro RSCG	Kris & Nico	1x15"	postprod.	TV	Belgium

CCCP

Vinyl, Jeans, Chemisier	HSBC	JWT Paris	Jonathan David	3x45"	4	TV/Internet France	Belgium
Ontbijt	Het Nieuwsblad	TBWA	Erik Bulckens	1x30"	1	TV/Cinema	Belgium
Peeceefobie	FEDICT	mortierbrigade	Erik Bulckens	1x30" / 1x45"	1	TV/Internet	Belgium

Maman Production

Dag van de klant	Unizo	Absoluut	Hans Vercoouter	1x30"	1	TV	Belgium
Libelle "Kast" + "Ketchup"KAST	Sanoma Magazines	VVL/BBDO	Annemie Vandeputte	2x20"	2	TV	Belgium

Michel de Wouters

Cervarix	GSK	Air	Bruno Sauvard	3'	2	TV	Belgium
Kinder	NPC	DDB	Michel Guimbard	30"	2	TV	Belgium
Reims	TRM	TRM	Manuella Crivali	3'	2	TV	Belgium
Attitude	Mc Donald's	TBWA	Christophe Campos	30"	2	TV	Belgium
Actimel	Danone	Young&Rubicam	Kris & Nico	30"	1	TV	Belgium

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Carottes	Priméal	Euro RSCG - France	Jean-Paul Frenay	1x15" / 1x20"	1	TV/Internet	Belgium
Monopoly	Hasbro	DDB France	WORK	1x15" / 1x20"	1	TV	Belgium
KiKi	Beneto Kronen	LG&F	Geoffrey Enthoven	1x15" / 1x20"	1	TV	Belgium
Unlimited	Base	BrandHome	Jean-Paul Frenay & Dimitri Karakatsanis	1x30"	2	TV/Cinema	Belgium