

Les productions pubs du quatrième 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
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Production company - czar.be

L'histoire du Congo	Museum van Tervuren	LG&F Brussels	Lionel Goldstein	1	2	TV	Belgium
Making of	Nuon	M&W Antwerp	Lars Damoiseaux	1	1	TV	Belgium
Ski	Mobistar	Air Brussels	Markus Walter	1	3	TV	Belgium / Italy
Opa / Oma	Humo	Duval Guillaume Brussels	Lionel Goldstein	2	2	TV/Cinema	Belgium
Mark Borchardt / Signeren / Thumb's up	IFFR	Lamarque, Amsterdam	Toon Aerts	3	3	TV/Cinema	USA
Vuurwerk	www.veiligheid.nl	TBWA Neboko Campaign, Amsterdam	Lieven Van Baelen	1	2	TV	Belgium
Babysit	Donna	LG&F Brussels	Lars Damoiseaux	1	3	TV	Belgium

Production company - i-Screen

Johan Verminnen & Urban Trad	Banques Alimentaires	Fast (Belgique)	Michel Israël	2x30"	1	TV	Belgium
La Crêpière & Le Pizzaiolo	P&G	Grey	Stéphane Clavier	2x25"	1	-	Belgium
Mr Propre	P&G	Grey	Olivier Legan	1x30"	2	TV	Belgium
Ariel	P&G	Quattro Saatchi	Michel Israël	1x20"	1	TV	Belgium
Swiffer	P&G	Leo Burnett (Paris)	Jean-Pierre Pujos	2x20"	1	-	Belgium
Ariel	P&G	Quattro Saatchi	Michel Israël	4x30" + 2x20"	2	TV	Belgium
Dash	P&G	Leo Burnett	Peter Bostoën	2x30"	5	TV	Belgium
Swiffer	P&G	Leo Burnett (Paris)	Michel Meyer	1x30" + 1x10"	4	TV	Belgium
Knorr	Unilever	J. Walter Thompson	Sébastien Goyon	1x5"	1	TV	Belgium

Production company - Key Line Film

The Clones	La Vaudoise	Saatchi & Saatchi Simko (Zwitserland)	Xavier Mairesse	1	4	TV	Argentina
The Referee	Bob	Quattro Saatchi	Deon Robberechts	1	1	TV	South Africa
Salon	Skoda	Grey	Vincent Gennaux	1	1	TV	Belgium

Production company - Latcho Drom

CCB - BOZAR	Creative Club of Belgium	Ogilvy & Mather	Hans Vercauter	1x30"	1	TV	Belgium
mmh mmh mmh - frites	Mc Cain	TBWA	Raf & Roel	1x20"	1	TV	Belgium
Photo de Classe	Agence Prévention SIDA	Euro RSCG	Jaco Van Dormael	1x30"	1	TV	Belgium
Kom op tegen Kanker	Vlaamse Liga Tegen Kanker	Quattro Saatchi	Raf & Roel	1x30"	1	TV	Belgium
Crunchy-Chocolat-Why?	M&M's	CLM BBDO / Addict Paris	Olivier Ayache Vidal	2x20" + 1x30"	4	TV	Belgium
TMN Natal-MMS	TMN	Euro RSCG Lisboa / Still Production	Manu Coeman	1x45" + 1x20"	2	TV	Belgium
Basket-voetbal-douche-fitness- best friends	Sporza	VRT	Stef Viaene	5x8"	2	TV	Belgium
Kuifje	De Morgen	Duval Guillaume Brussels	Yves Van Herstraeten	1x20"	Post Production	TV	Belgium

Production company - LOVO Films

Informazout	Informazout	Grey	Frank Devos	7	3	TV	Belgium
Tennis / Opera	DAB	LG&F	Frank Devos	2	2	TV	Belgium
Opera Week	Klara	LG&F	Frank Devos	1	1	TV	Belgium
Glasbol	FOST+	Mosquito	Serdar	1	1	TV	Belgium
Davitamon	Omega Pharma	Kadratura	Thibaut de Corday	1	1	TV	Belgium
Guitar	Eural	The Crew	Luc Martens	1	1	TV	Belgium

Production company - Pacha Production

Côte d'or Mignonnettes	Kraft	Euro RSCG	Terence Stevens Prior	1x30"/1x20"/1x15"	2	TV	Belgium
Carrefour, carrefour DVD	Carrefour	Quattro Saatchi	David Martinez	2x10"	2	TV	Belgium
Actimel	Danone	Young & Rubicam France	Les ZZ	1x30"	1	TV	Belgium
Win For Life 2005	Loterie Nationale	LG&F	Joël Franka	2x10"	1	TV	Belgium
Danio	Danone	Young & Rubicam	Jérôme Py	1x25"	1	TV	Belgium
Yoptimal	Yoplait	Posternak-Margerit	Nicolas Fay	1x20"	1	TV	Belgium
Coca-cola	Coca Cola	BETC Euro RSCG	Djamel Bensallah	1x30"	2	Cinema	Belgium
Leerdamer	Bel	Saatchi & Saatchi France	François Catonné	2x5"	1	TV	Belgium
Nieuwsblad	Nieuwsblad	GV Company	Jérôme Cabane	1x20"/1x 5"	1	TV	Belgium

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Production company - Pix film production							
GoPassGate	NMBS	VVL/BBDO	Kene Illegems	1x30"	1	TV	Belgium
Voetbalbond	KBVB - URBSFA	Duval Guillaume Brussels	Tom Geens	1x30"	1	TV	Belgium
Family Party	BASE	ICU	Ivo Mostertman	1x30"	2	TV/cinema	Belgium
TWIST/ADSL	Belgacom	Duval Guillaume Brussels	Vincent Bal	1x20" (ADSL) + 1x 40" (Twist)	2,5	TV	Belgium
Rabobank.be	Rabobank	I-Merge	Kene Illegems	1x30"	1	TV	Belgium
Praat erover	Sensoa	LDV	Ivo Mostertman	1x30"	1	TV	Belgium
Production company - RAB Roses Are Blue							
La Bamba	Douwe Egberts	Duval Guillaume Brussels	Bram Van Riet	1x30" + 1x45"	4	TV	Hungary
Joris	Telenet	LDV	Bram Van Riet	1x30"	1	TV	Belgium
Surprise Party	Telenet	LDV	Bram Van Riet	1x30"	3	TV	Belgium
Infanrix	Glaxo	Air	Dimitri Karakatsanis	1x 1' à 2'	1	TV	Belgium
Reporters sans frontières	RSF	DDB	Dimitri Karakatsanis	1x30"	1	TV	Belgium
Jodel	Gladbags	DDB, San Francisco	Frank Van Passel	1x30"	4	TV	South Africa
Production company - Sab Mucho!							
"Karel Appel"	Fortis	Publicis	Frank Vroegop	1x20"	1	TV	Belgium
"Multi Sport", "Corporate", Tarzan"	Ethias	McCann Erickson (Bel)	Benoît Feroumont	7" + 5" +20"+20"	Animation	TV	Belgium
Production company - Zabriskie Films							
Métro	Joyvalle	7 Beaufort	Sergio Honorez	1	1	tv	Belgium
Chrysler Stow'n go	Chrysler	Darwin	Johan Lippens	1	0	tv	Belgium
Aardbeving	Rode Kruis	Go Mad	Didier Malchaire	1	0	tv	Belgium
La vidéo, l'aspirateur, panier à linge*	Valtero	Saatchi & Saatchi Paris	Stevan Treshaw	3	3	tv	Belgium
Fêtes*	Kellogg's	JWT Paris	Erick Zonca	1	3	tv	Belgium
Freshmatic*	Reckitt Benckiser	Euro RSCG BETC	Jean-Pierre Vergne	1	2	tv	Belgium
Testimonials*	Colgate	Young & Rubicam Paris	Jean Achache	4	5	tv	Belgium
Remerciement, le test*		CIC	Australie	Erick Zonca	2	3	tv Belgium
Le masque, le foot*	Mobalpa	BDDP et Fils	Sébastien Drhey	2	3	tv	Belgium
Sthil	Sthil	-	Michel Guimbard	1	1	tv	Belgium
NON MEMBRES							
Production company - Armand Productions							
François Duval	Playstation II	TBWA	Spike&Jones	1		TV	Belgium
Meurice M@X	Meurice	Y & R	Christian Dauphin	1		TV	Belgium
Le four mur	Ministère cl. moyennes	Tractor		1	Post prod	TV	Belgium
The alcoholic & the fucker	Pias	Pias	Phil Van Duynen	2		TV	Belgium
Production company - CCCP							
Rock&Roll - Rebecca - le bras	Mc Cain	TBWA Paris	JJ Keith	3 x 10"	1	TV France	Belgium
Ghinzu 'Do you read me?' videoclip	Atmospheriques	/	Marko Laguna	1x3'33"	2	TV	Belgium
Skyline	Amnesty International	M&W	Nicolas Karakatsanis	1x30"	1	TV	Belgium
Purple Rain, Man in Rain	Radio Donna	LG&F	Bart Van den Bempt	1x30", 1x5"	1	TV	Belgium
Little Brother, The Dog	Crunch	Lowe Paris	JJ Keith	2 x 20"	2	TV France	Belgium
Production company - ED Commercial							
Analogies/Strength/Softness/Shine	Dove	Ogilvy, Istanbul (Turkey)	Claude Genton	4x30"	3	TV	Hungary
Boy, Family	Beta Tea	Link/McCann-Erickson, Istanbul (Turkey)	Olaf van Gerwen	2x30"	2	TV	Hungary
Production company - Maman Productions							
Anti Antibiotica	BAPCOC	Duval Guillaume	Kris&Nico	2	1	TV	Belgium
Randstad	Randstad	Duval Guillaume	Spike&Jones	3	1	TV	Belgium
Cadeaus	Het Nieuwsblad	Sake	Gaetan Verboven	1	1	TV	Belgium
Megabike	Het Nieuwsblad	Sake	Danny Willems	1	1	TV	Belgium
Pizzahut	Pizzahut	Sake	Kris&Nico	2	1	TV	Belgium
Peugeot	Peugeot	Euro RSCG	Annemie Vandeputte	1	1	TV	Belgium
Production company - Mamatango Film Factory							
La goutte	Bernard Massart	Binsfeld (Luxembourg)	Jean François Julian	1x10"/1x20"	2	TV	South Africa
40 ans	Federgon	-	David Martinez	10'	4	Corporate	Belgium
Production company - Michel De Wouters Prod.							
Monsters	Sunsilk	JWT Paris	Rory Kelleher	1x25"	4	TV	Belgium
Evian Restart	Danone	Euro RSCG	J-C. Wouters	1x20"	1	TV	Belgium
Le four	Mc Cain	TBWA Paris	Frank Devos	1x25"	3	TV	Belgium
Facteur, MoviX	DVD Post	Y & R	M. de Wouters	2x35"	2	TV	Belgium

* productions exécutives