

DE RECLAMEPRODUCTIES VAN HET TWEEDE TRIMESTER VAN 2004

Elk trimester publiceert de CFP-Belgium samen met Media Marketing een overzicht van de reclameproducties die in de loop van de laatste maanden gerealiseerd zijn. Met als doel het evalueren van het economische volume van de producties en om zijn evolutie te volgen. De CFP-Belgium verzamelde de informatie wat haar leden betreft, MM verzamelde de gegevens van de productiehuzen die geen lid zijn.

Leden 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

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|---------------|-----|-----------------------------|----------------------|---------|---|----|-------------|
| Ariel | P&G | Saatchi & Saatchi Amsterdam | Peter Borghs | 1 x 30" | 4 | TV | Netherlands |
| Mr Propre | P&G | Grey | Olivier Leaoan | 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

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|-----------------|--------------------|-------------------------|---------------------|---------|---|-----------|---------|
| 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

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|------------------------------|------------------------|--------------------------|---------------------|-------------------|---------|-----------|---------|
| 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 "Parkina" | 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

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| Delhaize sport | Delhaize | GV COMPANY | François Mercier | 1 x 30" | 1 | TV | Belgium |
| Laguna 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

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| Pepper Plug "Cuisine" | Plug TV | 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' | Plug TV | 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

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| 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 |

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| 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 |

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| 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 |

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| 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 |

Niet-leden CFP-Belgium

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| 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 |

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| 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 |

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| 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 |

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| 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 |

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| Production company - Michel de Wouters | | | | | | | |
| Jockey | Danone | Young & Rubicam Paris | H. de Wurtemberg | 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 |