

De reclameproducties tijdens het tweede semester van 2008

Elk semester 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.

TITLE	ADVERTISER	AGENCY	DIRECTOR	NR OF FILMS	DAYS	TV/CINEMA	COUNTRY
MEMBRES CFP-BELGIUM							
CAVIAR							
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	Spullenhulp	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 kleden 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
CZAR.BE							
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	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	Klara	Famous	Erik Bulckens	3x30"	2	TV/Internet	Belgium
Omelis & Rogiers	Q Group	The Ideas Unit	Erik Bulckens	1x30"	2	TV/Internet	Belgium
Dr FILM							
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

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

SAB MUCHO

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

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Bonux	P&G	Leo Burnett	Patrice Toye	2x10"	1	TV	Belgium
Head&Shoulders/Flair	P&G/Flair	Saatchi & Saatchi	Michel Houssiau	1x10"	1	TV	Belgium
Ariel	P&G	Saatchi & Saatchi	Michel Houssiau	1x10"	1	TV	Belgium
Ariel	P&G	Saatchi & Saatchi (FR)	Michel Houssiau	1x25"	1	TV	Belgium
Swiffer	P&G	Leo Burnett (France)	Bruno Decharme	1x30", 1x20"	2	TV	Belgium
Ariel	P&G	Saatchi & Saatchi (FR)	Mathias Lebeer	3x30"	4	-	Belgium
Pantene	P&G	Grey	Patrice Toye	2x35"	1	TV	Belgium
Viakal	P&G	Leo Burnett	Bruno Decharme	2x30"	3	TV	Belgium
Dash	P&G	Leo Burnett (France)	Guy Goossens	2x40", 2x30"	2	TV	Belgium

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NON-MEMBRES CFP-BELGIUM							

Armand Production

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

LOVO Films

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

MDW Productions

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

MIB

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