

DE RECLAMEPRODUCTIES VAN HET DERDE TRIMESTER VAN 2003

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.

Niet-leden CFP-Belgium

Title	Advertiser	Agency (country)	Director	Number of films	Shooting days	TV/Cinema	Shooting in Belgium or abroad
Production company - Armand Production							
Lu Petit Déjeuner	Danone	Euro RSCG	Frédéric Potier	1 x 30"	4	TV	Belgium
La fuite	Electrabel	VVL/BBDO	Kris & Nico	1 x 30"	2	TV	Belgium
Y pas de chauffage	Electrabel	VVL/BBDO	Kris & Nico	1 x 30"	2	TV	Belgium
09/11/03	Radio 1	Duval Guillaume Brussels	Andreas Hasle	1 x 25"	1	TV	Belgium

Production company - Michel de Wouters

Ikea	Ikea	Legas Delaney	Xavier Giannoli	1 x 30"	2	TV	Belgium
Télé2	Télé2	JWT	Hans Van Rijs	1 x 20"	2	TV	Belgium
Pyrennées	Lindt & Sprungli	Alternative	Phil Jude	1 x 20"	2	TV	Belgium
Orange	Lindt & Sprungli	Alternative	Phil Jude	1 x 15"	1	TV	Belgium
Double Lait	Lindt & Sprungli	Alternative	Phil Jude	1 x 15"	1	TV	Belgium
Nutella	Ferrero	Havas	Michel Guimbard	1 x 45"	5	TV	Belgium
Ambipur Car	Ambipur	Grey	Bruno Sauvard	1 x 20" / 1 x 25"	2	TV	Spain
Ambipur Fragrance	Ambipur	Grey	Bruno Sauvard	1 x 20"	2	TV	Spain
L'avion	Crédit Lyonnais	Devarieux Vilaret	Ph. Pollet-Villard	1 x 20"	1	TV	Belgium
L'examen	Crédit Lyonnais	Devarieux Vilaret	Ph. Pollet-Villard	1 x 20"	1	TV	Belgium
Chaumes	Bongrain	Grey	Pascal Habousha	1 x 8"	1	TV	Belgium
Caprice des Dieux	Bongrain	Grey	Pascal Habousha	1 x 10"	1	TV	Belgium
Nespresso	Nestlé	Mc Cann France	Sadry Adhamy	1 x 30" / 1x15"	4	TV	Belgium
Happy Meal	Mc Donald's	Leo Burnett	Serge Guérard	1 x 30"	2	TV	Belgium

Production company - Mamatango

Mon métier c'est ma vie	IFPME	-	Eric Figon	40 x 2'	20	TV	Belgium
Condens Control	Tupperware	-	Pascal Vuong	1 x 5'30"	2	TV	Belgium

Leden CFP-Belgium

Production company - Pacha Production

Mucuanigin	Boehringer Ingelheim	Publicis	Thibaut de Corday	1 x 30" / 1 x 20" / 1 x 15"	1	TV	Belgium
Connexion	Connexion	Euro RSCG Ossard-Latge	ZZ	1 x 35"	1	TV/CINE France	Belgium
Sud Presse	Sud Presse	-	Didier Malchaire	2 x 20"	3D	TV	Belgium
McDonalds	Mc Donald's	Leo Burnett	Christian Dauphin	3 x 10"	1	TV	Belgium

Production company - Czar films

For Everyone	Virgin Express	Duval Guillaume Antwerp	Lionel Goldstein	1 x 60" / 1 x 45" / 1 x 30"	3	TV	Belgium /UK
Foot / Cinema / Love	Canal+	LOWE Brussels	Yourick Van Impe	3 x 20"	1	TV	Belgium
Trein / Kassa / Slager	Kbc	VVL/BBDO Brussels	Toon Aerts	3 x 30"	2	TV	Belgium
Spam Filter	Planet Internet	LOWE Amsterdam	Toon Aerts	1 x 30"	2	TV	Belgium
Tarzan / Baywatch	Royco	Young & Rubicam Brussels	Lars Damoiseaux	2 x 30" / 2 x 20"	3	TV	Australia
Heartbeat	Proximus	Ogilvy & Mather Brussels	Markus Walter	1 x 45" / 1 x 30"	3	TV/CIN	Belgium
Polonaise	Bivv/ibr 'Bob'	Quattro	Toon Aerts	1 x 35"	1	TV	Belgium
		Saatchi&Saatchi Brussels					
WRC	Playstation	TBWA Brussels	Lieven Van Baelen	1 x 20" / 1 x 30"	2	TV	Italy

Production company - i-screen

Swiffer	P&G	Leo Burnett Paris	Bruno Decharme	1 x 30"	3	TV	Belgium
Dash	P&G	Leo Burnett	Patrice Troye	1 x 30"	2	TV	Belgium
Ariel	P&G	Saatchi & Saatchi Paris	Alain Lambert	1 x 30"	2	TV	Belgium
Ariel-Démo	P&G	Saatchi & Saatchi	Michel Houssiau	-	1	TV	Belgium
Het Hert	Restaurant Loncin	10 Advertising	Bert Ceulemans	1 x 30"	2	TV	Belgium
Timmy Simons	Dexia	Duval Guillaume	Jakob Verbruggen	1 x 30" / 2 x 5"	1	TV	Belgium
Swiffer	P&G	Leo Burnett Paris	Bruno Decharme	1 x 30"	2	TV	Belgium
Dreft	P&G	Leo Burnett	Ricardo Paoletti	1 x 40" / 3 x 25"	2	TV	Belgium
Top Down	Heinz	Leo Burnett Paris	Michel Israël	1 x 5"	1	TV	Belgium
Vizir	P&G	Leo Burnett Paris	M. Israël/M. Houssiau	1 x 10"	1	TV	Belgium
Moutainbiking	Visa	Ldv Bates	Jakob Verbruggen	3 x 5"	1	TV	Belgium
Lenor	P&G	Grey Düsseldorf	Jaco Van Dormael	1 x 25" / 1 x 7"	2	TV	Belgium

Production company - Lovo Films

Tiscali ADSL	Tiscali Belgium	Kadratura	Francois Mercier	4 x 15"	1	TV	Belgium
Pizza Party	McCain	TBWA	Frank Devos	1 x 30"	1	CINE	Belgium
Film Experience	Proximus	MVP	Frank Devos	1 x 25"	1	TV/CINE	Belgium
La journée sans voiture	Ministère de Bxl Capitale	FCB	Maarten Moerkerke	4 x 30"	1	TV	Belgium
Starmeal	Starmeal	Duval Guillaume Antwerp	Frank Devos	4 x 30"	1	Internet	Belgium

Production company - Latcho Drom

Chiquita "Dance"	Chiquita	Lowe Lintas & Partner	Manu Coeman	1 x 30" / 1 x 15"	2	TV/CINE Italy	Brasil
Chiquita "Beach"	Chiquita	Lowe Lintas & Partner	Manu Coeman	1 x 30" / 1 x 15"	2	TV	Brasil
Chiquita "Car"	Chiquita	Lowe Lintas & Partner	Manu Coeman	1 x 30" / 1 x 15"	2	TV	Brasil
Nike	Nike	Nike Hilversum	Stef Viaene	1 x 2 mn 20"	2		Argentina
Alpro	Alpro	TBWA	Jean-Paul Seaulieu	1 x 30"	2	TV	Belgium
Messancy "Café"	Messancy Outlet Store	DG / Antwerpen	Anne-Marie Vandeputte	1 x 30"		TV	Belgium
Messancy "Funk"	Messancy Outlet Store	DG / Antwerpen	Anne-Marie Vandeputte	1 x 30"		TV	Belgium
Messancy "Police"	Messancy Outlet Store	DG / Antwerpen	Anne-Marie Vandeputte	1 x 30"	3	TV	Belgium
Messancy "Tracteur"	Messancy Outlet Store	DG / Antwerpen	Anne-Marie Vandeputte	1 x 30"		TV	Belgium
Messancy "Boucher"	Messancy Outlet Store	DG / Antwerpen	Anne-Marie Vandeputte	1 x 15" / 1 x 30"		TV	Belgium
Le Soir "300 grammes"	Le Soir	Rossel	Raoul Rodriguez	1 x 15"	1	TV	Belgium

Title	Advertiser	Agency (country)	Director	Number of films	Shooting days	TV/Cinema	Shooting in Belgium or abroad
Production company - Roses Are Blue							
Belgacom 'Visto'	Belgacom	DG Brussels	Ivan Goldschmidt	1 x 30"	1	TV	Belgium
Belgacom 'Surf'	Belgacom	DG Brussels	Pete Fuszard	1 x 30"	1	TV/CINE	Abroad
Senseo 'Harley'	Douwe Egberts	DG Brussels	Bram Van Riet	1 x 30"	1	TV	Belgium
Senseo 'Me'	Douwe Egberts	DG Brussels	Jordan Brady	1 x 30"	1	TV	Abroad
Senseo 'Italians'	Douwe Egberts	DG Brussels	Jordan Brady	1 x 30"	1	TV	Abroad
Renault 'Be prepared'	Renault	Publicis	Dimitri Karakatsanis	3'	1	mailing	Abroad
KUB	KUB	Vandekerckhove & Devos	Bart Van den Bempt	3 x 15"	1	CINE	Belgium
Douwe Egberts 'Rastas'	Douwe Egberts	DG Brussels	Jordan Brady	1 x 30"	1	TV	Abroad
Proximus Sponsoring	Proximus	Ogilvy & Mather	Dimitri Karakatsanis	1 x 25"	1	CINE	Abroad
Axion 'Alcohol'	Dexia	DG Brussels	Jordan Brady	1 x 25"	1	TV/CINE	Abroad
Tévéblad 'Kennismaking'	Sanoma	DG Brussels	Bart Van den Bempt	1 x 20"	1	TV	Belgium
Tévéblad 'Roodkapje'	Sanoma	DG Brussels Antwerpen	Bart Van den Bempt	1 x 20"	1	TV	Belgium
Belgacom 'Scratch'	Douwe Egberts	DG Brussels	Jacques Vereecken	1 x 30"	1	TV	Belgium
Meritus 'Tafelgebed'	Meritus	Quattro S&S	Bart Van den Bempt	1 x 30"	1	TV	Belgium

Production company - Pix & Motion

GB II	GB	Cathedral	Anne-Marie Vandeputte	2 x 30" fr + nl / 1 x 20"	4	TV	Belgium
Electrabel	Electrabel	VVL/BBDO	Didier Malchaire	7 x 5" nl	2	TV	Belgium
JBC	JBC	LDV BATES	Paul Ruven	30" fr + nl	1	TV	Belgium
Campbell's	Campbell's	Y&R	Ivo Mostertman	30" fr + nl	1	TV	Belgium
Bob	BIVV	De Kie Communication	Kris & Nico	1 x 30" fr + nl	1	TV/CINE	Belgium
ING	ING	G&CO	Raf Wathion	30" + 45" fr + nl	2	TV	Belgium
Elle	Elle magazine	Cathedral	Ingrid Lemaire	1 x 20" fr + nl	1	TV	Belgium
CCB	CCB	Grey	Ingrid Lemaire	1 x 30" fr + nl	1	TV	Belgium
Humo	Humo	DG Brussels	Vincent Bal	1 x 30" nl	2	TV/CINE	Belgium

Production company - Key Line

Le trie	Fost	Y&R	Xavier Mairesse	1 x 20"	1	TV	Belgium
Actimel	Danone	Y&R	Christelle d'Aulnat	1 x 30"	1	TV	Belgium
Activia	Danone	Y&R	Christelle d'Aulnat	1 x 30"	1	TV	Belgium
Vlaamse Onderwijs	Min VI Onderwijs	Ten	Serge Leurs	1 x 60"	3	TV	Belgium
Dream	BMW Moto	GV	Lukas Bossuyt	1 x 60"	1	Internet	Abroad
Nieuwe collectie	Square	C & A	Lukas Bossuyt	9 x 15"	2	TV	Belgium
Verse room	Campina	Germaine	Key Line	1 x 20"	1	TV	Belgium
Mobistar	TV Familie	Germaine	Julie De Clercq	1 x 25"	1	TV	Belgium
Pockets	Lu	Euro RSCG	Robin Willis	1 x 20"	2	TV	Belgium
Crt metrage	-	Comm Française	Xavier Mairesse	1 x 10'	6	CINE	Belgium

Production company - Sab Mucho

Diablos Rouges "Tunnel"	URBSFA	Euro RSCG	Jérôme Cabane	1 x 30"	1	TV	Belgium
Airwick	Reckitt & Benckiser	Euro RSCG BETC	Sadry Adhamy	1 x 30"	1	TV	Belgium
Kiwi Fresh Force "Skunk"	Sara Lee	GREY	David Danesi	1 x 20" / 1 x 15" / 1 x 10"	1	TV	Belgium
Woolite	Reckitt & Benckiser	Euro RSCG BETC	Sadry Adhamy	1 x 25" / 1 x 20"	1	TV	Belgium
"Line"	Samsonite	TBWA	Laurent Chanez	1 x 30"	5	TV	Belgium + Venezuela
"Habitation New"	SMAP	McCann	Benoît Feroumont	1 x 30" / 1 x 15"	-	TV	Belgium
"Poisson sachet vapeur"	IGLO - Unilever	McCann	Henri Habans	1 x 10"	1	TV	Belgium
Clip Bénabar	-	BMG	André Chandelle	3'26"	1	TV	Belgium

Production company - CCCP

Parkeren	Sportvoetbalmagazine	All That Jazz	Brecht Vanhoenacker	1 x 30"	1	TV	Belgium
Don't go for Second Best	Vacature	LG&F	Erik Bulckens	1 x 30" / 1 x 60"	1	TV	Belgium
Twins, Basket, Grocer	SRDU	AIR	Johan Seeuws	3 x 30"	1	TV	Belgium
Elastiek, Milkshake	ING	M&W Antwerpen	Fien Troch	2 x 30"	2	TV	Belgium
MMMMMELK	VLAM	Darwin	Ricardo Del Fuego	1 x 30" / 1 x 45"	2	TV/CINE	Belgium
Banenplan	JOB@	Duval Guillaume Antwerpen	Luc Vrijdaghs	1 x 30"	1	TV	Belgium
Année Européenne des handicapés	-	Leo Burnett	Brecht Vanhoenacker	1 x 30"	1	TV	Belgium

Production company - Zabriskie Films

Stella Artois "Caravanes"	Interbrew	7 Beaufort	Patrick Van Hautem	1 x 15"	1	TV	Belgium
Stella Artois "Frigo"	Interbrew	7 Beaufort	Patrick Van Hautem	1 x 15"	1	TV	Belgium
Stella Artois "Ombre"	Interbrew	7 Beaufort	Patrick Van Hautem	1 x 15"	1	TV	Belgium
Stella Artois "Tente"	Interbrew	7 Beaufort	Patrick Van Hautem	1 x 15"	1	TV	Belgium
Sogesma	Trafic	Adverttype	Didier Malchaire	1 x 20"	0	TV	Belgium
Côte d'Or "Gianduja"	Kraft	Equator	Patrice Vandebroek	1 x 15"	0	TV	Belgium
Nuitriday/Happy Days	Clover Danone	Y&R	Patrick Van Hautem	1 x 35"	2	TV	South Africa
"Wedding"	Tunisiana	KNRG Tunis	Patrick Van Hautem	1 x 35"	1	TV	Tunisia
"Sailing"	Tunisiana	KNRG Tunis	Patrick Van Hautem	1 x 30"	1	TV	Tunisia
"Business"	Tunisiana	KNRG Tunis	Patrick Van Hautem	1 x 20"	1	TV	Tunisia
"Ocean"	Tunisiana	KNRG Tunis	Patrick Van Hautem	1 x 35"	1	TV	Tunisia
"Train"	Tunisiana	KNRG Tunis	Patrick Van Hautem	1 x 35"	1	TV	Tunisia
"Chechia"	Tunisiana	KNRG Tunis	Patrick Van Hautem	1 x 35"	1	TV	Tunisia
"Fishermen"	Tunisiana	KNRG Tunis	Patrick Van Hautem	1 x 35"	1	TV	Tunisia
"Harvest"	Tunisiana	KNRG Tunis	Patrick Van Hautem	1 x 40"	1	TV	Tunisia
Corsa	Opel	McCann Lisboa	Patrick Van Hautem	1 x 20"	1	TV	Portugal
New Movano	Opel	McCann	Patrick Van Hautem	1 x 30"	1	TV	Portugal