

# DE RECLAMEPRODUCTIES VAN HET DERDE 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
<b>Production company - Czar.be</b>							
Combi	Mobistar	Air Brussels	Lieven Van Baelen	1	3	TV / Cinema	Germany
Scooter	Mobistar	Air Brussels	Wiebke Berndt	1	1	TV	Germany
Bear / Bus	Proximus	LG&F Brussels	Lionel Goldstein	2	3	TV	Hungary
Oude / Abdij / Light / Halfzachte	Belgische Kazen	LG&F Brussels	Toon Aerts	4	2	TV	Belgium
Elvis / Nelson	Free Record Shop	Choco	Toon Aerts	2	2	TV	Belgium
Gay / Marriage	VRT - Donna	LG&F Brussels	Matthijs Van Heijningen / Jonathan Herman	2	2	TV	Belgium
Dive	Mobistar	Air Brussels	Lieven Van Baelen	1	3	TV	Malta
L'histoire du Congo	Museum van Tervuren	LG&F Brussels	Lionel Goldstein	1	2	TV	Belgium

## Production company - i-Screen

Viakal	P&G	Leo Burnett (France)	Luc Noorbergen	1 x 7"	1	TV	Belgium
La Truite/Vaisselle	P&G	Grey (Belgium)	Bruno Resnais	2 x 30"	2	-	Belgium
Mr Propre	P&G	Grey (Belgium)	Olivier Legan	1 x 20"	1	TV	Belgium
Fiesta	Ford	O&M (U.K.)	Henri Littlechild	3 x 30"	1	Internet	Belgium
Minigran	DCM	TMC (Belgium)	Jakob Verbruggen	1 x 30"	1	TV	Belgium
Viakal	P&G	Leo Burnett (France)	Bruno Decharme	1 x 30" / 1 x 20"	2	TV	Belgium
Dreft/Fairy	P&G	Grey (U.K.)	Bruno Resnais	4 x 10"	1	-	Belgium
Ariel	P&G	Saatchi & Saatchi (NL)	-	1 x 30"	1	TV	Netherlands
Pampers	P&G	Quattro Saatchi & Saatchi (Belgium)	Michel Israël	1 x 5" / 1 x 10"	1	TV	Belgium
Knorr Sensation "Salvador Dali"	Unilever	J.W.T. (Belgium)	Another State of Mind	1 x 20" / 3 x 5"	2	TV	Belgium

## Production company - Key Line Film

Maria	Skoda	Grey (Belgium)	Xavier Mairesse	2	3	TV	Romania
Tunnel	Pure FM	Publicis	Xavier Mairesse	1	1	TV/Cinema	Belgium
Valise	Samsonite	TBWA	Vincent Gennaux	1	1	TV	Belgium
Water drop	Generics	Fast	Vincent Gennaux	1	1	TV	Belgium

## Production company - Latcho Drom

Les Urgentistes, Cantine	La Française des Jeux	DDB Paris	Jean-Baptiste Leonetti	2 x 30"	2	TV	Belgium
SK65	Siemens	TBWA Berlin	Stef Viaene	2 x 20"	1	TV	Belgium
Tintin	Le Soir	Rossel	Yves Vanherstraeten	1 x 20"	1/2	TV	Belgium
Encyclopédie des Sciences	Le Soir	Rossel	Yves Vanherstraeten	1 x 20"	1/2	TV	Belgium
Imagospot Luxembourg	La Province de Luxembourg	Lielens & Ass.	Raoul Rodriguez	1 x 8'	3	TV	Belgium

## Production company - Lovo Films

Alpro Soja	Vandemoortele	TBWA Brussels	Frank Devos	2	2	TV	Belgium
Urban Rubbish	-	Ogilvy	Serdar Donmez	1	1	TV	Belgium
P-Magazine	De Vrije Pers	Duval Guillaume Antwerp	Frank Devos	1	1	TV	Belgium
Primus	Brasserie Haecht	Kadratura	Sergio Honorez	3	3	TV	Belgium
Sporza Radio	VRT	Duval Guillaume Antwerp	Frank Devos	1	1	TV	Belgium

## Production company - Pacha Production

Inconditionnels Peugeot	Peugeot	Euro RSCG	Joël Franka	1 x 60" / 3 x 30" / 5 x 10" / 3 x 15"	3	TV	Belgium
Actimel	Danone	Young & Rubicam France	Jérôme Py	1 x 30"	1	TV	Belgium
Vivacité	Vivacité	Grey	Jérôme Cabane	2 x 20"	1	TV	Belgium
Toledo	Toledo Telecom	Origami	Joël Franka	1 x 30"	1	TV	Belgium

## Production company - Pix Film Production

Buzzy Pazz	De Lijn	Valoris	Kurt Maes	1x30"	1	TV	Belgium
Koerier	Libelle	VVL/BBDO	Vincent Bal	1x30", 1x5"	2	TV	Belgium
Stroke	Pfizer	DDB	Annemarie Vandeputte	1x30"	1	TV	Belgium
Cowgirl	Shoe Discount	LDV/Red Cell	Kene Illegems	1x30"	1	TV	Belgium
Gedwongen Meeroken	Vlaamse Kankerliga	LG&F	Kene Illegems	1x30"	1	TV	Belgium
Sponsorings	Electrabel	VVL/BBDO	Didier Malchaire	8x5"	2	TV	Belgium
Side Car	KBC	VVL/BBDO	David Charhon	1x30", 1x10"	2	TV	Belgium/Luxemburg
Idool	Proximus	LG&F	Ingrid Lemaire	8x5"	1	TV	Belgium
Euro Millions	Nationale Loterij	Lowe	Tom Geens	6x10"	2	TV	Belgium

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<b>Production company - RAB Roses Are Blue</b>							
Waterzoekers	11.11.11.	LDV	Bram Van Riet	1	3	TV	Belgium
Guillotine	Flair	Duval Guillaume Brussels	Frank Van Passel	1	1	TV/Cinema	Romania
Mr. Jones	SN Bru Airlines	LG&F	Dimitri Karakatsanis	1	3	TV	Belgium
Submarine	Opel	McCann Erickson	Dimitri Karakatsanis	1	1	TV	Belgium
You'll See	Barco	Duval Guillaume Corporate	Bram Van Riet	1	1	corporate	Spain
Toothpick, Barcode, Swimmingpool	Axion	Duval Guillaume Brussels	Bram Van Riet	3	3	TV	Belgium
The Briefing	Belgacom	Duval Guillaume Brussels	Frank Van Passel	1	1	TV	USA
Spreekbeurt, Duif	Telenet	LDV	Bart Van den Bempt	2	2	TV	Belgium
Caméra Café	Frisk	Air	Dimitri Karakatsanis	1	1	TV (France)	Belgium
10 verch. titels	Lotus	Leo Burnett	Olivier Van Hoofstadt	10	2	TV	Belgium
Ring	Senseo	Duval Guillaume Brussels	Lies Muys	1	1	TV	Belgium
Quit'n with Niquitin	Niquitin	WCRS London	Antoine Vermeesch	9	10 weeks	TV	Belgium

#### Production company - sabMucho!

Buitoni "Italian Cooking"	Buitoni	Publicis Bruxelles	Henri Habans	4 x 20"	3	TV	Portugal
Iglo "Le vent et la Pluie"	Unilever	Mc Cann Brussels	Valérie Clément	1 x 30"	4	TV	France + Belgium
Iglo "Le Grand Silence"	Unilever	Mc Cann Brussels	Valérie Clément	1 x 30"	2	TV	Belgium
Iglo "Les Copines"	Unilever	Mc Cann Brussels	Valérie Clément	1 x 30" + 1 x 10"	2	TV	Belgium
Persil Pure "Dad"	Henkel	VVL/BDDO (Bel)	Diane Bertrand	1 x 30"	2 + prelight	TV	Belgium
Omnivit Vitality 50 "La Batterie"	Sanofi-Synthelabo	Euro RSCG Life (Bel)	Bruno Piney	1 x 30" + 1 x 20"	1 + prelight	TV	Belgium

#### Production company - Zabriskie Films

Bar-B-Que, Supermarché, Plage, Professionnels, Cuisine	AFSCA	Aha (brussels)	Another State of Mind	5	2	TV	Belgium
Steamy windows	Opel	Mc Cann Brussels	Bold Brother 3	1	1	TV	Belgium
Strawberry	Benecol	7 Beaufort Bruxelles	Michel Perin	1	1	TV	Belgium
Miss witloof, Fred Bauwers	Opel	Mc Cann Brussels	Patrick Van Hautem	4	1	TV	Belgium
Classic 21, Classic 21 (rebelle)	RTBF	Publicis Bruxelles	Didier Malchaire	2	2	TV	Belgium
Motobike, Doq, Tv, Rain, Park	De Standaard	LDV Redcell	Patrick Van Hautem	5	4	TV+ Cinema	Belgium
Jan Hoet, Beginners geluk	Opel	Mc Cann Brussels	Zanadu	2	2	TV	Belgium
Embauche, Sourire*	Nestlé	Lowe / Paris	Erick Zonca	2	4	TV	Belgium
Ascenseur avant / après*	Kellogg's Special K	JWT (Paris)	Erick Zonca	1	2	TV	Belgium
Pirelli, Ça ronronne, Forfait freinage, Opération Coup double, Forfait clim*	Feu Vert	Callegari Berville Grey (Paris)	Michel Guimbard	5	5	TV	Belgium
Nutritionniste*	Lu	Euro RSCG Paris	Jean-Pierre Vergne	1	1	TV	Belgium

#### Niet-leden CFP-Belgium

##### Production company - Armand Productions

Belgacom ads/ldool	Belgacom	Duval Guillaume Brussels	Spike & Jones	1	2	TV	Belgium
Fortis/Better	Fortis	Tractor	Danny Willems	1	3	TV	Belgium
Balade	Balade	Euro RSCG	Kris & Nico	1	3	TV	Belgium
Petit Gervais/Oscar	Danone	Young&Rubicam	Kris & Nico	1	2	TV	Belgium
Car Glass/Aubergine	Car Glass	MC Cann	Kris & Nico	1	Postprod	TV	Belgium

##### Production company - CCCP

Topspeed - Reconnexion - AIM - Duel - Antivirus - Antispam - Antibug	AOL	Boy Meets Girls/Paris	Brecht Vanhoenacker	7 x 15"	2	TV	Belgium
Tattoo - Aquarium	Spa&Fruit	Duval Guillaume Brussels	Fien Troch	2 x 25", 2 x 20", 1 x 30"	2	TV + Cinema	Belgium
G.daddy - Sexjunkie/	EMI	/	Joke Liberge	1 x 3'33", 1 x 4'14"	2	TV + Internet	Belgium
Written and directed by stijn							
Dressing Room - Running - The Wall - Bench - Line up	Belgacom	Duval Guillaume Brussels	Johan Seeuws	5 x 7"	1	TV	Belgium
Wip - Brancard	TV 2 Weken/Magnet Magazines	LDV	Brecht Vanhoenacker	2 x 15"	1	TV	Belgium

##### Production company - ED Commercials

Living photos	Telsim	Piramit, Istanbul (Turkey)	John Clayton	1 x 70"	1	TV	Turkey
Trendsetter	Milliyet	Piramit, Istanbul (Turkey)	Frédéric Potier	1 x 30"	2	TV	Turkey
Rain	Pinar	FCB, Istanbul (Turkey)	Frédéric Potier	1 x 30"	1	TV	Hungary
Friends	Eldenele	Link/McCann-Erickson, Istanbul (Turkey)	Pablo Fusco	1 x 30"	1	TV	Argentina

##### Production company - Maman Productions

Buromarket	Buromarket	GV Company	Pastiche	1	1	TV	Belgium
TMF Awards	TMF	Absoluut	/	1	Postproduction	TV/Cinema	Belgium
Opel/Geschiedenisshow	Opel	MC Cann Erickson	Anke Blondé	3	1	TV	Belgium
Primigi	Primigi	Diaviva	Francesco Fei	1	1	TV	Belgium
Carrefour	Carrefour	Change BBDO	Alina Kneepkens	1	5	Corporate	Belgium
Stikkeraktie/Freddy Flash	Studio Brussel	Duval Guillaume Antwerp	Spike & Jones	1	1	TV	Belgium
Dexia	Dexia	Duval Guillaume Brussels	Anke Blondé	1	1	TV	Belgium

##### Production company - Mamatango Film Factory

Gérard Depardieu	Vins et crément	Binsfeld communication de Luxembourg	Jaco Van Dormael	1	1	TV/Cinema	Luxemburg
La goutte	Bernard Massard	Binsfeld communication Luxembourg	Jean François Julian	1	2	TV/Cinema	South Africa

##### Production company - Michel De Wouters Prod.

Gervais aux Fruits	Danone	Y & R Paris	Serge Honorez	1	1	TV	Belgium
Bûcheron	Président	DDB Paris	Hans Van Rijs	1	1	TV	Belgium
Hunting	Bacardi Martini	Mc Cann	Barry Myers	1	3	TV	Belgium
Sharon	Bacardi Martini	Mc Cann	Barry Myers	1	1	TV/Cinema	USA
Dogs	Mc Donald's	TBWA Paris	Kris & Nico	1	1	TV	Belgium
Cervarix	GSK	Air	H. de Wurstemberger	1	3	TV	Belgium

\* executive productions