

De reclameproducties van de derde trimester van 2005

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 productiehuizen die geen lid zijn.

MEMBRES CFP-BELGIUM

TITLE	ADVERTISER	AGENCY	DIRECTOR	NR OF FILMS	DAYS	TV/CIN	COUNTRY
CAVIAR Pix Film Production							
Imago	Electrabel	VVL/BBDO	Annie Vandeputte	1x30" + 1x45"	3	TV/Cinema	Belgium
Jongeren	KBC	VVL/BBDO	Pieter Van Hees	2x30"	1	TV	Belgium
Rap	Bisc&M&Ms	Schultz & Friends	Sylvain Delaine	1x15"	ANIMATION	TV	Belgium
Statue	Melk	Duval Guillaume BXL	CHAD (David Charhon & Andreas Hasle)	1x30"	2	TV/Cinema	Belgium
Make My Day	Radio Donna	LG&F	Jan Bultheel	1x30"	ANIMATION	TV/Cinema	Belgium
De kat	Douwe egberts	Duval Guillaume BXL	Vincent Bal	1x30"	1	TV	Belgium
Humo liegt	Humo	mortierbrigade	Jan Eelen	10x30"	2	TV/Internet	Belgium
Let the beast go	Humo condoom	mortierbrigade	Bram Van Riet	1x30"	1	TV/Cinema	Belgium

Roses Are Blue

Freesurf	Telenet	LDV	Kurt de Leijer	1x30"	1	TV	Belgium
Africa	11.11.11	LDV	Kurt De Leijer	1x30"	1	TV	Africa
Tarzan+Whale	Senseo	Duval Guillaume BXL	Frank Van Passel+ Andreas Hasle	2x30"	2	TV/Cinema	Belgium
verzamelaar+verliefd	Telenet	LDV	Hilde Van Mieghem	2x20"	1	TV	Belgium
supermarket+ passport photo+ chewing gum	Belgacom	Duval Guillaume BXL	Thor	1x15", 1x20", 1x30"	1	TV	Belgium
Superman + Barbarella	Forem	JWT	Thor	1x15", 1x20", 1x30"	1	TV	Belgium
Avance + Rassurante-Mi-temps	La Dernière Heure	AIR	Bram van Riet	2x30"	1	TV	Belgium
Bv's rijden met een hyundai	Hyundai	Duval Guillaume BXL	Kurt de Leijer	7x15", 1x20"	1	TV	Belgium

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Zomertoer	Donna	LG&F Brussels	Toon Aerts	5x25"	2	TV	USA
Petite Fille	Mobistar	Air Brussels	Lieven Van Baelen	1x40" / 4x5"	2	TV	Belgium
Country	Eurostar	TBWA Brussels	Koen Mortier	1x45" / 1x30"	2	TV	Czech Republic
Burnout	EA	Wieden+ Kennedy Amsterdam	Toon Aerts	1x30"	3	TV	Belgium
Koers / Camping / 3G	Proximus	LG&F Brussels	Lionel Goldstein	1x60" / 2x45" / 1x30"	5	TV	Belgium
Prepaid / Postpaid / Family / Brand	Mobistar	Air Brussels	Lieven Van Baelen	4x30"	5	TV	France
Haunted House	Hebbes	LG&F Brussels	Toon Aerts	1x60" / 1x30"	1	TV	Belgium

i-Screen

Dash	P&G	Leo Burnett	Patrice Toye	5x40"	4	TV	Belgium
Bonux	P&G	Leo Burnett	Patrice Toye	2x20"	2	TV	Belgium
ODM "Le Pont"	DGOS	Chili Con Carne	Guido Verelst	1x30"	2	TV	Belgium
Mr Propre	P&G	Grey	Olivier Legan	1x20" / 1x10"	2	TV	Belgium
Swiffer	P&G	Leo Burnett (France)	Michel Meyer	3x20" / 4x8" / 1x30"	2	TV	Belgium
Ariel	P&G	Saatchi & Saatchi	Michel Israël	1x30"	2	TV	Belgium
Viakal	P&G	Leo Burnett (France)	Bruno Decharme	1x20" / 1x10"	1	TV	Belgium
Dreft	P&G	Grey (UK)	Bruno Resnais	3x10"	1	TV	Belgium
Ariel	P&G	Saatchi & Saatchi (France)	Sébastien Grousset	1x30"	2	TV	Belgium

Key Line Films 2^{de} en 3^{de} Trim

Herald Tribune	-	Young & Rubicam Milan	Xavier Mairesse	1x30"	2	TV	South Africa
Centwafers coco, praline	Lu	Euro RSCG	Deon Robbrechts	2x15" fr & vl	2	TV	Cape Town
Skoda	Skoda	Saatchi & Saatchi Geneve	Leila Fisher	1x15"	1	TV	Belgium
Passendale	Passendale	Germaine	Vincent Gennaux	1x10" fr & vl	1	TV	Belgium
Coke light Sango	Coca Cola	Publicis	Vincent Gennaux	1x30" fr & vl	1	TV/Cinema	Belgium
David Attenborough - Chaudfontaine	Coca Cola	LG&F	Hadi	1x30" fr & vl	2	TV	Belgium
"The crumble"	Vitalinea	Euro RSCG	Xavier Mairesse	1x25" / 1x30 " fr & vl	1	TV	Romenia
Leo Hold Up, Birth	Kraft	Ogilvy	Johan Gulbranson	2x15" fr & vl	2	TV/Cinema	Belgium
Coke light Sango	Coca Cola	Publicis	Vincent Gennaux- Grid	1x10" fr & vl	1	TV	Belgium
Coke light - Lemon - Sango	Coca Cola	Publicis	Vincent Gennaux	1x15 " fr & vl	1	TV	Belgium
Young creatives departure to Cannes	Full Page	Publicis	Marc Decoster	1x40"	1	Internet	Belgium
Happiness	Alpro	TBWA	Xavier Mairesse	1x30"	2	TV UK	South Africa

Di rupe/ la berceuse/ Fonck	Télémostique	Euro RSCG	Marc Decoster	3x20"	2	TV/Cinema	Belgium
Post it	Minute Maid	Publicis	Marc Decoster	1x30"	1	TV	Belgium

Latcho Drom

M&M Talk	Mars	CCM BBDO/Addict	Olivier Ayache Vidal	6X20"	5	TV	Belgium
"Move"	Vlaams jeugdbeweging	Lowe	Hans Vercauter	1x30"	1	TV/Internet	Belgium
Full Page	Full Page	Publicis	Raf & Roel	1x1'	1	Internet	Belgium
Le Soir: "2050 Odyssée de la Terre"	Rossel	-	Raoul Rodriguez	1X20"	1	TV	Belgium
Zero: "Goldfish" & "Pizza"	Kraft	Ogilvy and Mather	Raf & Roel	2x15"	1	TV	Belgium
Duvel: "De Grootste Belg"	Brewery Moortgat	Duval Guillaume Antwerp	Hans Vercauter	5x7"	1	TV	Belgium
"Faites des miracles"	Ford	Ogilvy & Mather	Hans Vercauter	4x15"	1	Internet	Belgium
"Speed" & "Silence"	La Poste	LG&F	Manu Coeman	2x40"	3	TV	Belgium

Lovo Films

Invest in Belgium	.be	Ogilvy	Francois Mercier	1x30"	1	TV	Belgium
75 jaar radio	VRT	Duval Guillaume Antwerp	Serdar	1x30"	2	TV	Belgium
Studio 1	VRT	Duval Guillaume BXL	Frank Devos	3x20"	3	TV	Belgium
Baraka	Loterie Nationale	LG&F	Sergio Honorez	2x20"	1	TV	Belgium
Mime	Mime Festival	Duval Guillaume Antwerp	Serdar	1x30"	1	TV	Belgium
Petit Déjeuner	Lu	Euro RSCG	Francois Mercier	1x15"	1	TV	Belgium

MIB

Diekirch Perfect Draft	Inbev	Advantage	Patrick Van Hautem	1x30"/ 1x10"	4	TV/Cinema	Russia- Belgium
Seduction / Coke Light 3	Coca Cola	Banana's / Amphion	Zanadu	6X20"	2	TV	Belgium
Diekirch call to action	Inbev	Advantage	Patrick Van Hautem	1x10"	1	TV	Russia
VW new models	VW	DDB	Vincent Lannoo	6x30"	2	TV	Belgium
Lotus	Georgia Pacific	LDV	Filip Vangeffelen	1x30"	0	TV	post prod
Coke Light / documentary	Coca Cola	Banana's / JIM TV	Laurent Bousse	2x180"	4	TV	Belgium

Pacha Production

NRJ	NRJ	Léo Burnett	Joël Franka	1x25"	1	TV	Belgium
Cora	Cora	AD Store	David Martinez	1x30"	1	TV	Belgium
Boursin	Boursin	Publicis Brussels	Fabrice Jarossay	1X15"	1	TV	Belgium
Yop	Yop	Posternak-Margerit	Thierry Dupety	1x30"	1	TV	Belgium
Citroën	Citroën	Euro RSCG	Pacha/72 DPI	1x30"	Post prod	TV	Belgium
Heinz	Heinz	Léo Burnett	Pacha	2x8" 2x5"	Post prod	TV	Belgium

SabMucho!

Défi pour	Fondation Nicolas Hulot	Les Films de la Marelle (France)	Pascal Zabus	20 programmes courts	14 jours	TV	Belgium
Ethias	Ethias	MCCann	Pascal Chinarro	1x30"	Animation	TV	Belgium
Sécurité	Bureau suisse de préventions des accidents	Saatchi&Saatchi Simko	Laurent Chanez	3x30"	4 jours	TV	Belgium
Lotto "La Moule"	La Loterie Nationale	Lowe	Spike and Jones	1x10" - 7" - 5"	1 jour	TV	Belgium

NON-MEMBRES CFP-BELGIUM

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Armand Production

Danio "Muppet" + "Strip"	Danone	Young&Rubicam	Jeff Ford	2x30"	2	TV	Belgium
"Elvis" + "Plongeon"	Electrabel	VVL/BBDO	Kris & Nico	2x30"	2	TV	Belgium
Balade Omega3	Balade	Euro RSCG	Kris & Nico	1x15"	postprod.	TV	Belgium

CCCP

Vinyl, Jeans, Chemisier	HSBC	JWT Paris	Jonathan David	3x45"	4	TV/Internet France	Belgium
Ontbijt	Het Nieuwsblad	TBWA	Erik Bulckens	1x30"	1	TV/Cinema	Belgium
Peeceefobie	FEDICT	mortierbrigade	Erik Bulckens	1x30" / 1x45"	1	TV/Internet	Belgium

Maman Production

Dag van de klant	Unizo	Absoluut	Hans Vercoouter	1x30"	1	TV	Belgium
Libelle "Kast" + "Ketchup"KAST	Sanoma Magazines	VVL/BBDO	Annemie Vandeputte	2x20"	2	TV	Belgium

Michel de Wouters

Cervarix	GSK	Air	Bruno Sauvard	3'	2	TV	Belgium
Kinder	NPC	DDB	Michel Guimbard	30"	2	TV	Belgium
Reims	TRM	TRM	Manuella Crivali	3'	2	TV	Belgium
Attitude	Mc Donald's	TBWA	Christophe Campos	30"	2	TV	Belgium
Actimel	Danone	Young&Rubicam	Kris & Nico	30"	1	TV	Belgium

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Carottes	Priméal	Euro RSCG - France	Jean-Paul Frenay	1x15" / 1x20"	1	TV/Internet	Belgium
Monopoly	Hasbro	DDB France	WORK	1x15" / 1x20"	1	TV	Belgium
KIKI	Beneto Kronen	LG&F	Geoffrey Enthoven	1x15" / 1x20"	1	TV	Belgium
Unlimited	Base	BrandHome	Jean-Paul Frenay & Dimitri Karakatsanis	1x30"	2	TV/Cinema	Belgium