

DE RECLAMEPRODUCTIES VAN HET VIERDE 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.

Non Membres CFP-Belgium

Title	Advertiser	Agency (country)	Director	Number of films	Shooting days	TV/Cinema	Shooting in Belgium or abroad
Production company - Armand Production							
Retour aux racines	Tirlemont	Euro RSCG	Frédéric Potier	1x30"	3	TV	Belgium
Anchorwoman	Fortis	Tractor	Kris & Nico	1x30"	1	TV	Belgium
The Wall	Clever Networking	Ogilvy	Spike & Jones	1x30"	1	TV	Belgium
La Photocopieuse	Greenpeace	LG & F	Kris & Nico	1x35"	1	TV	Belgium
Danio Stracciatella & Pommès Tatin	Danone	Y&R	(post-prod.)	1x20"	-	TV	Belgium

Production company - Maman Production

Robijn "Doudou"	Unilever	Lowe	Anké Blondé	1x15"	1	TV/CINE	Belgium
Niquitin Holland	SmithKline&Beecham	Ogilvy	Anké Blondé	2x30"	1	TV	Belgium
Peugeot Blue Box	Peugeot	Euro RSCG / Bruxelles	Raf & Roel	2x30"	1	TV	Belgium
Danio céréales et fruits "Réveil difficile"	Danone	Y&R	Sergio Honorez	1x30"	1	TV	Belgium
Proximus sponsoring VRT/VAR	Proximus	Ogilvy	Raf & Roel	3x5"	1	TV	Belgium
Nieuwsblad "Fluisteren"	VUM	GV/Company	Dan Botbol	1x30"	1	TV/CINE	Belgium
Nieuwsblad "B.V.", "Douche", "Autotjes"	VUM	GV/Company	Raf & Roel	3x30"	3x1	TV	Belgium
Nieuwsblad "Nemo"	VUM	GV/Company	Anké Blondé	1x30"	1	TV	Cran Canaria
Nieuwsblad - billboards	VUM	GV/Company	Dan Botbol + Pikaboo	3x5"	3x1	TV	Belgium
Nieuwsblad "Jommeke"	VUM	GV/Company	Sergio Honorez	1x30"	1	TV	Belgium
Nieuwsblad "Clijsters"	VUM	GV/Company	Pikaboo	1x30"	1	TV	Belgium
Superconfex	The Sales Factory	GV/Company	Danny Willems	1x5"	1	TV	Belgium
Yves Mattagne + Wout Bru	Delhaize	GV/Company	Sergio Honorez	2x30"	1	TV	Belgium

Production company - Michel de Wouters

Art de vivre	Steiner	Enjoy Scher Lafarge	Dimitri Daniloff	30"	2	TV	Belgium
Tâches	K2R	TBWA Paris	Hans Van Rijs	20"	2	TV	Belgium
Smap	Ethias	Mc Cann	Michel de Wouters	30"	3D	TV/Ciné	Belgium
Lotto Guirlande	Loterie Nationale	Lowe	Xavier Giannoli	30"	1	TV	Belgium
Synthol	GSK	Ogilvy	Michel Guimbard	2 x 15"	2	TV	Belgium
Fox Kids	Mc Donald's	TBWA Paris	Sergio Honorez	20"	1	TV	Belgium
Schtroumpfs	Mc Donald's	Heye Munich	Serge Guérand	20"	2	TV	Belgium
Beppo	Mc Donald's	Heye Munich	Serge Guérand	20"	2	TV	Belgium
Training	ING	JWT France	Serge Leblon	20"	1	TV	Belgium
Taillefine maison	LU	Devarrieux Villaret	Eric Zonka	20"	1	TV	Belgium
Taillefine bureau	LU	Devarrieux Villaret	Eric Zonka	20"	1	TV	Belgium
Sega	Mc Donald's	TBWA Paris	Alain Brunard	20"	2	TV	Belgium
Video	Mc Donald's	TBWA Paris	Sergio Honorez	20"	2	TV	Belgium

Membres CFP-Belgium

Production company - Pacha Production

Buitoni	Nestlé	Publicis	Hady Shuaib/C	1x40", 1x30", 3x15"	2+1	TV/CINE	Belgium/South Africa
Banksys	Banksys	-	Joel Franka	6x30"	3	TV	Belgium
Peugeot	Peugeot	Euro RSCG	Alain Brunard	1x15"	1	TV	Belgium
Peaudouce	Kimberly-clark	Ogilvy & Matters Paris	Emmanuel Haugel	1x20", 1x10", 1x5"	1	TV	Belgium

Production company - Czar films

Beethoven	Radio 2	LG&F Brussels	Lionel Goldstein	1x45" / 1x30"	3	TV	USA
Twins	Fox Sports	TBWA/Chiat/Day	Lionel Goldstein San Fran.	3x60" / 3x30"	4	TV	USA
Beer	Reizen Lauwers	10 Advertising Antwerp	Toon Aerts	1x30" / 6x10"	2	TV	Sain
Launderette	Amnesty Inter.	AIR Brussels	Lieven Van Baelen	1x30"	1	TV	Belgium
Dief/Operatie/	DAB	LG&F Brussels	Toon Aerts	4x30"	2	TV	Belgium
Autosnelweg/Kogelstoter							
Vader en Zoon/Betrapt	Radio 2	Flexus, Ghent	Lars Damoiseaux	2x30"	3	TV	South Africa
GI's/Press Conference/	VRTnieuws.net	DG Antwerp	Rogier Van der Ploeg	3x30"	3	TV	Belgium
Football							
Tweewoonst/Mosselen	Centea	Darwin, Brussels	Lars Damoiseaux	2x30"	2	TV	South Africa

Production company - i-screen

Creyf's "Jedimaster"	Creyf's	LDV/Bates	Jakob Verbruggen	1x15" 1x60"	1	"TV Internet"	Belgium
Shoes in the Box "Presolden"	Shoes in The Box	LDV/Bates	Jakob Verbruggen	1x20"	1	TV	Belgium
Ariel	P&G	Saatchi & Saatchi Paris	Alain Lambert	1x15" 1x30"	2	TV	Belgium
Swiffer	P&G	D'Arcy Paris	Bruno Decharme	1x30"	2	TV	Belgium
Sunny Delight	P&G	Saatchi & Saatchi Paris	Christelle D'Aulnat	2x20" 1x10"	2	TV	Belgium
Ariel	P&G	Saatchi & Saatchi Paris	Alain Lambert	1x30"	2	TV	Belgium

Production company - Lovo Films

Testimonials	BASE	VVL BBDO	Serge Leurs	10x25"	2	TV/CINE	Belgium
Fanfare	Suzuki	Best Seller	Philippe Caron	1x20"	animation	TV	Belgium
Afrekening /	Studio Brussel	DG	Frank Devos	2x25"	1	TV	Belgium
Was het nu 70, 80 of 90?		Antwerp					
Nashville (musicvideo)	Thou	Rockoco	Francois Mercier	1x3'30"	1	TV	Belgium/abroad

Title	Advertiser	Agency (country)	Director	Number of films	Shooting days	TV/Cinema	Shooting in Belgium or abroad
Production company - Latcho Drom							
Le Soir "Encyclopédie des Sciences"	Le Soir	Rossel	Yves Van Herstraeten	1 x 20"	PP	TV	Belgium
Cryochrono "Le Magicien"	Cryochrono	Tersovage / Paris	Blaise Jadoul	1 x 20"	1	TV	Belgium
Cryochrono "Maux de Tête"	Cryochrono	Tersovage / Paris	Blaise Jadoul	1 x 20"	1	TV	Belgium
Versatel "WC"	Versatel	Quattro/Saatchi & Saatchi	Gérôme Rivière	1 x 25"	1	TV	Belgium
Versatel "Boucherie"	Versatel	Quattro/Saatchi & Saatchi	Gérôme Rivière	1 x 25"	1	TV	Belgium
Calgon "Tablettes Belgique"	Reckitt-Benckiser	Euro RSCG	Peter Bostoën	2 x 25"	2	TV	Belgium
Calgon "Tablettes France"	Reckitt-Benckiser	Euro RSCG / Paris	Peter Bostoën	1 x 25"	1	TV	Belgium

Production company - Roses Are Blue							
Stella 'Vikings'	Interbrew	DG Brussels	Frank Van Passel	1 x 45"	4	TV/CINE	-
Renault 'Psychiatrie'	Renault	Publicis	Ivan Goldschmidt	1 x 25"	1	TV	-
Opel 'Baby'	Opel	McCann Erickson	Bart Van den Bempt	1 x 30"	1	TV	-
Opel 'apothek'	Opel	McCann Erickson	Bart Van den Bempt	1 x 30"	1	TV	-
BOIC 'Sydney Here We Are'	BOIC	DG Brussels	Bram Van Riet	1 x 20"	1	TV	-
Belgacom 'Visto'	Belgacom	DG Brussels	Ivan Goldschmidt	1 x 30"	1	TV/CINE	-
Proximus 'The Good, The Bad and The Ugly'	Proximus	Ogilvy	Dimitri Karakatsanis	1 x 20"	1	CINE	-
Horeca	Horeca Federatie	The Pub Agency	Dimitri Karakatsanis	1 x 30"	2	TV	-
Telenet 'Sofa'	Telenet	LDV Bates	Bram Van Riet	1 x 30"	1	TV	-

Production company - Pix							
Grimbergen	Alken Maes	LDV Bates	Gil Bauwens	1x45"	2 WEEKS	TV	Belgium
GB III	GB	Cathedral	Anne Marie Vandeputte	1x30"	1	TV	Belgium
Nationale Loterij	Nationale Loterij	LG & F	Anne Marie Vandeputte	1x30"	1	TV	Belgium
Amnesty Inter.	Amnesty Inter. VL	M & W	Kene Illegems	1x30"	1	TV	Belgium
Gewaarborgd Wonen	Vlaamse Overheid	Choco	Ingrid Lemaire	1x30"	1	TV	Belgium
Delta Lloyd	Delta Lloyd	All That Jazz	Ingrid Lemaire	1x30"	1	TV	Belgium
Telenet	Telenet	LDV Bates	Raf Wathion	1x30"	1	TV	Belgium
BIVV	BIVV	Choco	Raf Wathion	1x30"	1	TV	Belgium
Regulering	Vlaamse Overheid	Choco	Didier Malchaire	1x30"	1	TV	Belgium
Lutosa	Lutosa	DG Bruxelles	Frank Dewulf	1x10"	1	TV	Belgium
Belgacom	Belgacom	DG Bruxelles	David Charhon	1x20"	1	TV	Belgium

Production company - Key Line							
The Singer	Blan	AB	Lukas Bossuyt	1 x 30"	1	TV	Belgium
Story	Story	BBDO	Xavier Mairesse	1 x 45"	1	TV	Belgium
Samson	TV Familie	Germaine	Key Line	1 x 25"	1	TV	Belgium
Blondes have more Foon	The Mobile Factory	GV/Company	Robin Willis	3 x 25"	2	TV	Belgium/The Netherlands
Fat guy / Deaf/ Muscles	The Mobile Factory	GV/Company	Robin Willis	3 x 25"	2	TV	Belgium/The Netherlands
Blondes have more Foon	The Mobile Factory	GV/Company	Robin Willis	3 x 25"	2	CINE	Belgium
Fat guy / Deaf/ Muscles have more Foon	The Mobile Factory	GV/Company	Robin Willis	3 x 25"	2	CINE	Belgium

Production company - Production Sab Mucho							
"Auto", "Telefoon", "Taxi"	KBC	VVL/BBDO	Annamie Vandeputte	3x30"	1	TV	Belgium
"L'oeuf"	Daikin	Dentsu BLD-Europe	Sergio Honorez	1x30" + 1x20" + 1x10"	1	TV	Belgium
Samsonite Tag Italy	Samsonite	TBWA	Isabelle Henriks	1x5"	1	TV	Belgium
"Stylist"	Colgate	Y&R France	Vincent Jérôme	1x30"	2	TV	Belgium
"Le Fils", "Papaaa"	Harry's	TBWA Paris	Yannis Mangematin	2x30"	2	TV	Belgium
"The Rope", "The Bike"	Yakult	Dentsu BLD-Europe	Sergio Honorez	2x10"	1	TV	Belgium
"First", "Omniun Auto"	Ethias	Mc Cann	Benoît Feroumont	2x30"	animation	TV	Belgium

Production company - Zabriskie Films							
Opel Corsa	Opel	Mc Cann/Lisboa	Patrick Van Hautem	2x20"	1	TV	Arabida/Portugal
Opel Movano	Opel	Mc Cann	Patrick Van Hautem	1x30"	1	TV	Portugal
Meditel Ramadan	Meditel	KNRG Tunis	Patrick Van Hautem	1x30" + 1x35"	2	TV	Marocco
"Push-ups", "Kruiwagen"	TV Gids	TBWA	"untitled"	2x15"	2x1	TV	Belgium
Shoe Refreshner	Scholl	Mc Cann	"untitled"	1x25"	1	TV	Belgium
Solidarité	Fondation Mohamed V	Shem's Casablanca	Patrick Van Hautem	1x100"	2	TV	Marocco
Axa	Axa	Zone Bleue	Michel Perin	1x30"	2	TV	Marocco
Carte C'pop	Banque Populaire	Capricorne Casa	Patrick Van Hautem	8x25"	2	TV	Marocco
Benecol	Benecol	7Beaufort	Didier Malchaire	1x20"	-	TV	Belgium
Maroc Telecom	Maroc Telecom	Saga Casablanca	Patrick Van Hautem	1x45"	2	TV	Marocco
Clip Continental Circus	B-Burnt	Seebirth	Michel Perin	1x3'12"	2	TV	Belgium
*Lineance	Santé Beauté	Business Paris	Alain Gourrier	1x17"	1	TV	Belgium
Base NL	BASE	Darwin, Brussels	Patrick Van Hautem	3x30"	1	TV	Belgium
Base FR	BASE	Darwin, Brussels	Michel Perin	3x30"	1	TV	Belgium
Zespri green	Zespri	Lielens&Partners	Michel Perin	1x30"	3	TV	Belgium
Jupiler Supporters	Leo Burnett	Gérôme Rivière	Many	Many	2	TV	Belgium
"Policia"	Cif	Lowe Lisboa	Patrick Van Hautem	1x60"	2	TV	Portugal
Cegelec	Cegelec	Cegelec	Tony Cock	3x4'	1	-	Belgium
*Colgate	Colgate	Y&R France	Jean Achache	Many	14	TV	Belgium

Production company - Arizona							
Gervais Finesse	Gervais	GV/Company	Stephane Clavier	2 x 10"	5	TV	Belgium
Boxson	Megableu	France	Scyndia de Barros	1 x 15"	1	TV	France
Ni oui ni non	Megableu	France	Scyndia de Barros	2 X 15"	1	TV	France
Becelec Active	Unilever	Lowe Brussels	Christian Dauphin	1 X 20"	1	TV	Belgium
Nouvelles énergies	Ministère de la Région wallonne	Tagora	Fabrice Armand	3 X 1'	3	TV	Belgium