

# De reclameproducties van het vierde 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 productiehuisen die geen lid zijn.

## LEDEN CFP-BELGIUM

Title	Advertiser	Agency (country)	Director	Number of films	Shooting days	TV/Cinema	Shooting in Belgium or abroad
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### Production company - czar.be

L'histoire du Congo	Museum van Tervuren	LG&F Brussels	Lionel Goldstein	1	2	TV	Belgium
<b>Making of</b>	<b>Nuon</b>	<b>M&amp;W Antwerp</b>	<b>Lars Damoiseaux</b>	<b>1</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Ski	Mobistar	Air Brussels	Markus Walter	1	3	TV	Belgium / Italy
<b>Opa / Oma</b>	<b>Humo</b>	<b>Duval Guillaume Brussels</b>	<b>Lionel Goldstein</b>	<b>2</b>	<b>2</b>	<b>TV/Cinema</b>	<b>Belgium</b>
Mark Borchardt / Signeren / Thumb's up	IFFR	Lamarque, Amsterdam	Toon Aerts	3	3	TV/Cinema	USA
<b>Vuurwerk</b>	<b>www.veiligheid.nl</b>	<b>TBWA Neboko Campaign, Amsterdam</b>	<b>Lieven Van Baelen</b>	<b>1</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Babysit	Donna	LG&F Brussels	Lars Damoiseaux	1	3	TV	Belgium

### Production company - i-Screen

Johan Verminnen & Urban Trad	Banques Alimentaires	Fast (Belgique)	Michel Israël	2x30"	1	TV	Belgium
<b>La Crêpière &amp; Le Pizzaiolo</b>	<b>P&amp;G</b>	<b>Grey</b>	<b>Stéphane Clavier</b>	<b>2x25"</b>	<b>1</b>	<b>-</b>	<b>Belgium</b>
Mr Propre	P&G	Grey	Olivier Legan	1x30"	2	TV	Belgium
<b>Ariel</b>	<b>P&amp;G</b>	<b>Quattro Saatchi</b>	<b>Michel Israël</b>	<b>1x20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Swiffer	P&G	Leo Burnett (Paris)	Jean-Pierre Pujos	2x20"	1	-	Belgium
<b>Ariel</b>	<b>P&amp;G</b>	<b>Quattro Saatchi</b>	<b>Michel Israël</b>	<b>4x30" + 2x20"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Dash	P&G	Leo Burnett	Peter Bostoën	2x30"	5	TV	Belgium
<b>Swiffer</b>	<b>P&amp;G</b>	<b>Leo Burnett (Paris)</b>	<b>Michel Meyer</b>	<b>1x30" + 1x10"</b>	<b>4</b>	<b>TV</b>	<b>Belgium</b>
Knorr	Unilever	J. Walter Thompson	Sébastien Goyon	1x5"	1	TV	Belgium

### Production company - Key Line Film

The Clones	La Vaudoise	Saatchi & Saatchi Simko (Zwitserland)	Xavier Mairesse	1	4	TV	Argentina
<b>The Referee</b>	<b>Bob</b>	<b>Quattro Saatchi</b>	<b>Deon Robberechts</b>	<b>1</b>	<b>1</b>	<b>TV</b>	<b>South Africa</b>
Salon	Skoda	Grey	Vincent Gennaux	1	1	TV	Belgium

### Production company - Latcho Drom

CCB - BOZAR	Creative Club of Belgium	Ogilvy & Mather	Hans Vercauter	1x30"	1	TV	Belgium
<b>mmh mmh mmh - frites</b>	<b>Mc Cain</b>	<b>TBWA</b>	<b>Raf &amp; Roel</b>	<b>1x20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Photo de Classe	Agence Prévention SIDA	Euro RSCG	Jaco Van Dormael	1x30"	1	TV	Belgium
<b>Kom op tegen Kanker</b>	<b>Vlaamse Liga Tegen Kanker</b>	<b>Quattro Saatchi</b>	<b>Raf &amp; Roel</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Crunchy-Chocolat-Why?	M&M's	CLM BBDO / Addict Paris	Olivier Ayache Vidal	2x20" + 1x30"	4	TV	Belgium
<b>TMN Natal-MMS</b>	<b>TMN</b>	<b>Euro RSCG Lisboa / Still Production</b>	<b>Manu Coeman</b>	<b>1x45" + 1x20"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Basket-voetbal-douche-fitness- best friends	Sporza	VRT	Stef Viaene	5x8"	2	TV	Belgium
<b>Kuifje</b>	<b>De Morgen</b>	<b>Duval Guillaume Brussels</b>	<b>Yves Van Herstraeten</b>	<b>1x20"</b>	<b>Post Production</b>	<b>TV</b>	<b>Belgium</b>

### Production company - LOVO Films

Informazout	Informazout	Grey	Frank Devos	7	3	TV	Belgium
<b>Tennis / Opera</b>	<b>DAB</b>	<b>LG&amp;F</b>	<b>Frank Devos</b>	<b>2</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Opera Week	Klara	LG&F	Frank Devos	1	1	TV	Belgium
<b>Glasbol</b>	<b>FOST+</b>	<b>Mosquito</b>	<b>Serdar</b>	<b>1</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Davitamon	Omega Pharma	Kadratura	Thibaut de Corday	1	1	TV	Belgium
<b>Guitar</b>	<b>Eural</b>	<b>The Crew</b>	<b>Luc Martens</b>	<b>1</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>

### Production company - Pacha Production

Côte d'or Mignonnettes	Kraft	Euro RSCG	Terence Stevens Prior	1x30"/1x20"/1x15"	2	TV	Belgium
<b>Carrefour, carrefour DVD</b>	<b>Carrefour</b>	<b>Quattro Saatchi</b>	<b>David Martinez</b>	<b>2x10"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Actimel	Danone	Young & Rubicam France	Les ZZ	1x30"	1	TV	Belgium
<b>Win For Life 2005</b>	<b>Loterie Nationale</b>	<b>LG&amp;F</b>	<b>Joël Franka</b>	<b>2x10"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Danio	Danone	Young & Rubicam	Jérôme Py	1x25"	1	TV	Belgium
<b>Yoptimal</b>	<b>Yoplait</b>	<b>Posternak-Margerit</b>	<b>Nicolas Fay</b>	<b>1x20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Coca-cola	Coca Cola	BETC Euro RSCG	Djamel Bensallah	1x30"	2	Cinema	Belgium
<b>Leerdamer</b>	<b>Bel</b>	<b>Saatchi &amp; Saatchi France</b>	<b>François Catonné</b>	<b>2x5"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Nieuwsblad	Nieuwsblad	GV Company	Jérôme Cabane	1x20"/1x 5"	1	TV	Belgium

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<b>Production company - Pix film production</b>							
GoPassGate	NMBS	VVL/BBDO	Kene Illegems	1x30"	1	TV	Belgium
<b>Voetbalbond</b>	<b>KBVB - URBSFA</b>	<b>Duval Guillaume Brussels</b>	<b>Tom Geens</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Family Party	BASE	ICU	Ivo Mostertman	1x30"	2	TV/cinema	Belgium
<b>TWIST/ADSL</b>	<b>Belgacom</b>	<b>Duval Guillaume Brussels</b>	<b>Vincent Bal</b>	<b>1x20" (ADSL) + 1x 40" (Twist)</b>	<b>2,5</b>	<b>TV</b>	<b>Belgium</b>
Rabobank.be	Rabobank	I-Merge	Kene Illegems	1x30"	1	TV	Belgium
<b>Praat erover</b>	<b>Sensoa</b>	<b>LDV</b>	<b>Ivo Mostertman</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
<b>Production company - RAB Roses Are Blue</b>							
La Bamba	Douwe Egberts	Duval Guillaume Brussels	Bram Van Riet	1x30" + 1x45"	4	TV	Hungary
<b>Joris</b>	<b>Telenet</b>	<b>LDV</b>	<b>Bram Van Riet</b>	<b>1x30"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Surprise Party	Telenet	LDV	Bram Van Riet	1x30"	3	TV	Belgium
<b>Infanrix</b>	<b>Glaxo</b>	<b>Air</b>	<b>Dimitri Karakatsanis</b>	<b>1x 1' à 2'</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Reporters sans frontières	RSF	DDB	Dimitri Karakatsanis	1x30"	1	TV	Belgium
<b>Jodel</b>	<b>Gladbags</b>	<b>DDB, San Francisco</b>	<b>Frank Van Passel</b>	<b>1x30"</b>	<b>4</b>	<b>TV</b>	<b>South Africa</b>
<b>Production company - Sab Mucho!</b>							
"Karel Appel"	Fortis	Publicis	Frank Vroegop	1x20"	1	TV	Belgium
<b>"Multi Sport", "Corporate", Tarzan"</b>	<b>Ethias</b>	<b>McCann Erickson (Bel)</b>	<b>Benoît Feroumont</b>	<b>7" + 5" +20"+20"</b>	<b>Animation</b>	<b>TV</b>	<b>Belgium</b>
<b>Production company - Zabriskie Films</b>							
Métro	Joyvalle	7 Beaufort	Sergio Honorez	1	1	tv	Belgium
<b>Chrysler Stow'n go</b>	<b>Chrysler</b>	<b>Darwin</b>	<b>Johan Lippens</b>	<b>1</b>	<b>0</b>	<b>tv</b>	<b>Belgium</b>
Aardbeving	Rode Kruis	Go Mad	Didier Malchaire	1	0	tv	Belgium
<b>La vidéo, l'aspirateur, panier à linge*</b>	<b>Valtero</b>	<b>Saatchi &amp; Saatchi Paris</b>	<b>Stevan Treshaw</b>	<b>3</b>	<b>3</b>	<b>tv</b>	<b>Belgium</b>
Fêtes*	Kellogg's	JWT Paris	Erick Zonca	1	3	tv	Belgium
<b>Freshmatic*</b>	<b>Reckitt Benckiser</b>	<b>Euro RSCG BETC</b>	<b>Jean-Pierre Vergne</b>	<b>1</b>	<b>2</b>	<b>tv</b>	<b>Belgium</b>
Testimonials*	Colgate	Young & Rubicam Paris	Jean Achache	4	5	tv	Belgium
<b>Remerciement, le test*</b>		<b>CIC</b>	<b>Australie</b>	<b>Erick Zonca</b>	<b>2</b>	<b>3</b>	<b>tv Belgium</b>
Le masque, le foot*	Mobalpa	BDDP et Fils	Sébastien Drhey	2	3	tv	Belgium
<b>Sthil</b>	<b>Sthil</b>	<b>-</b>	<b>Michel Guimbard</b>	<b>1</b>	<b>1</b>	<b>tv</b>	<b>Belgium</b>
<b>NIET-LEDEN</b>							
<b>Production company - Armand Productions</b>							
François Duval	Playstation II	TBWA	Spike&Jones	1		TV	Belgium
<b>Meurice M@X</b>	<b>Meurice</b>	<b>Y &amp; R</b>	<b>Christian Dauphin</b>	<b>1</b>		<b>TV</b>	<b>Belgium</b>
Le four mur	Ministère cl. moyennes	Tractor		1	Post prod	TV	Belgium
<b>The alcoholic &amp; the fucker</b>	<b>Pias</b>	<b>Pias</b>	<b>Phil Van Duynen</b>	<b>2</b>		<b>TV</b>	<b>Belgium</b>
<b>Production company - CCCP</b>							
Rock&Roll - Rebecca - le bras	Mc Cain	TBWA Paris	JJ Keith	3 x 10"	1	TV France	Belgium
<b>Ghinzu 'Do you read me?' videoclip</b>	<b>Atmospheriques</b>	<b>/</b>	<b>Marko Laguna</b>	<b>1x3'33"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>
Skyline	Amnesty International	M&W	Nicolas Karakatsanis	1x30"	1	TV	Belgium
<b>Purple Rain, Man in Rain</b>	<b>Radio Donna</b>	<b>LG&amp;F</b>	<b>Bart Van den Bempt</b>	<b>1x30", 1x5"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Little Brother, The Dog	Crunch	Lowe Paris	JJ Keith	2 x 20"	2	TV France	Belgium
<b>Production company - ED Commercial</b>							
Analogies/Strength/Softness/Shine	Dove	Ogilvy, Istanbul (Turkey)	Claude Genton	4x30"	3	TV	Hungary
<b>Boy, Family</b>	<b>Beta Tea</b>	<b>Link/McCann-Erickson, Istanbul (Turkey)</b>	<b>Olaf van Gerwen</b>	<b>2x30"</b>	<b>2</b>	<b>TV</b>	<b>Hungary</b>
<b>Production company - Maman Productions</b>							
Anti Antibiotica	BAPCOC	Duval Guillaume	Kris&Nico	2	1	TV	Belgium
<b>Randstad</b>	<b>Randstad</b>	<b>Duval Guillaume</b>	<b>Spike&amp;Jones</b>	<b>3</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Cadeaus	Het Nieuwsblad	Sake	Gaetan Verboven	1	1	TV	Belgium
<b>Megabike</b>	<b>Het Nieuwsblad</b>	<b>Sake</b>	<b>Danny Willems</b>	<b>1</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Pizzahut	Pizzahut	Sake	Kris&Nico	2	1	TV	Belgium
<b>Peugeot</b>	<b>Peugeot</b>	<b>Euro RSCG</b>	<b>Annemie Vandeputte</b>	<b>1</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
<b>Production company - Mamatango Film Factory</b>							
La goutte	Bernard Massart	Binsfeld (Luxembourg)	Jean François Julian	1x10"/1x20"	2	TV	South Africa
<b>40 ans</b>	<b>Federgon</b>	<b>-</b>	<b>David Martinez</b>	<b>10'</b>	<b>4</b>	<b>Corporate</b>	<b>Belgium</b>
<b>Production company - Michel De Wouters Prod.</b>							
Monsters	Sunsilk	JWT Paris	Rory Kelleher	1x25"	4	TV	Belgium
<b>Evian Restart</b>	<b>Danone</b>	<b>Euro RSCG</b>	<b>J-C. Wouters</b>	<b>1x20"</b>	<b>1</b>	<b>TV</b>	<b>Belgium</b>
Le four	Mc Cain	TBWA Paris	Frank Devos	1x25"	3	TV	Belgium
<b>Facteur,MoviX</b>	<b>DVD Post</b>	<b>Y &amp; R</b>	<b>M. de Wouters</b>	<b>2x35"</b>	<b>2</b>	<b>TV</b>	<b>Belgium</b>

\* productions exécutives