

De reclameproducties van het vierde 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.

LEDEN CFP-BELGIUM

TITLE	ADVERTISER	AGENCY	DIRECTOR	NR OF FILMS	DAYS	TV/CIN	COUNTRY
CAVIAR							
Human ball	Artsen zonder grenzen	Duval Guillaume Brussels	Andreas Hasle	1 x 45"		ANIMATION TV + Internet	Belgium/global
En Voiture	Mobistar	Air	Gil Bauwens	1 x 35"	1	TV	Belgium
Whale	Radio 1	Duval Guillaume Brussels	Frank Van Passel	1 x 30" + 1 x 45"	1	TV	Spain
Compliment op een onverwacht moment	BZN	VVL/BBDO	Bram Van Riet	1 x 60"-45"-30"-15"-5"	1	TV + Internet	Belgium
Sexy Brussels	SNBA	LG&F	Kurt deLeijer	2 x 60"	2	Internet	Belgium
Cappucino	Senseo	Duval Guillaume BXL	Frank Van Passel	1 x 30"	2	TV	South Africa
Zonlicht	Dag Allemaal	LDV		1 x 10", 1x 20"		ANIMATION TV	Belgium
Office + Kiosk	Mars Delight	Libertyfilms	Annemie Vandeputte	2 x 30"	2	TV	South Africa
Luipaard	Telenet	LDV	Andreas Hasle	1 x 10", 1 x 25"	1	TV	Belgium

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Russia	Europalia	LG&F Brussels	Brecht Vanhoenacker	1 x 30"	1	TV	Belgium
Spookhuis	Hebbes	LG&F Brussels	Lieven Van Baelen	1 x 30"	1	TV	Belgium
Arno DVD	EMI		Alain Dessauvage	1 x 30" / 1 x 40"	1	TV	Belgium
Red ball	TPG Post	FHV /BBDO Amsterdam	Lieven Van Baelen	1 x 30" / 1 x 45"	2	TV	Sweden
Engaged	LEE Jeapns	LG&F Brussels	Marc Madeleyn	1 x 60"	4	TV	Belgium
Het grote onderhoud	NL Overheid	Publicis Amsterdam	Brecht Vanhoenacker	1 x 30"	2	TV	Belgium

i-Screen

Dreft	P&G	Leo Burnett	Peter Dietrich	1 x 20"	1	TV	Belgium
Dreft	P&G	Leo Burnett	Stef Viaene	1 x 15"	2	TV	Belgium
Dash	P&G	Grey	Bruno Resnais	1 x 25"+5"/ 2 x 30"	3	TV	Belgium
Bob	IBSR	Saatchi & Saatchi	Danny Willems	1 x 30"	1	TV	Ukraine
Dash	P&G	Leo Burnett	Patrice Toye	4 x 40"	2	TV	Belgium
Ariel	P&G	Leo Burnett Paris	Owen Harris	1 x 25" + 1 x 15"	2	TV	Czech Republica

Latcho Drom

Ijsberen	VRT	TBWA	Lucas Bossuyt	4 x 10" + 1 x 20" + 1 x 45"	1	TV	Belgium
Judo	Kellog's	J. Walter Thompson	/	1 x 7"	1	TV	Belgium
M&M's Talk	Mars	CLM BBDO	Olivier Ayache Vidal	3x 20"	2	TV	Belgium
De Post ' callcenter'	La Poste	LGf	Manu Coeman	1 x 30"	1	TV	Belgium
BABM	BABM	Lowe	Thierry Rajic	2 x 20" + 2 x 30"	3	TV	Argentina
Universalis	Le Soir	Mortierbrigade	Yves Van Herstraeten	1 x 20"	1	TV	Belgium
Nescup Braun	Nescafé	Publicis / WAM paris	Stef Viaene	1 x 30"	3	TV	Belgium
Bankseeing	KBC	VVL BBDO	Manu Coeman	11 x 40"	2	TV	Belgium

Lovo Films

Office - Fitness - Pedalo Belgacom		Duval Guillaume	Frank Devos	3 x 25"	3	TV	Belgium
Supermarket	Fares	LG&F	Serdar	1 x 20"	1	TV	Belgium
Boor - Sale	Skoda	Selmore Amsterdam	Frank Devos	2 x 30"	2	TV	The Netherlands
Advance - Assist - Academy	Alex	SWH Amsterdam	Frank Devos	2 x 35" + 1 x 30"	3	TV	The Netherlands
Home	BVN	N'Lil	Serdar	1 x 30"	1	TV	South Africa

MIB

Iglo Caddy	Iglo	Darwin	Zanadu	6 x 15"	1	TV	Belgium
Not Gay	Ilga	DDB	Patrick Van Hautem	1 x 30"	1	TV	Belgium
Benecol 6 + 2	Benecol	7 beaufort	Didier Malchaire	1 x 30" - 1 x 20"	1	TV	Belgium
Fidea / wielrennen	Fidea	Darwin	Zanadu	6 x 5"	1	TV	Belgium
VW Salon 2006	VW	DDB	Vincent Lannoo	6 x 30"	2	TV	Belgium
Benecol Champagne	Benecol	7 beaufort	Didier Malchaire	1 x 30" - 1 x 20"	1	TV	Belgium
Hocus Pocus	Knorr	Darwin	Didier Malchaire	1 x 30"	1	TV	Belgium
Xmas	Jupiler	Leo Burnett	Michel de Lauw	1 x 5"	0	TV	3D
Pakistan	Rode Kruis	MAD	Didier Malchaire	1 x 30"	1	TV	Belgium

Pacha Production

Cantadou	Bel	Saatchi & Saatchi France	Vincent De Brus	1 x 30"	1	TV	Belgium
Leerdammer	Bel	Saatchi & Saatchi France	Hervé Hiolle	1 x 20"	1	TV	Belgium
Citroën	Citroën	Euro RSCG	Pacha/72 DPI	1 x 15"	1	TV	Belgium
BMW	Hachette	Zenith Optimédia	Pacha	2 x 10"	1	TV	Belgium

Playtime Brussels

La Porte	Amnesty International	Air	Laurent King	1x30"	1	TV	Belgium
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SabMucho!

Ajax Professional	Colgate Palmolive	Young & Rubicam France	Alain Brunard	2 x 45" + 6 x 15"	5	TV	Belgium
Super Lotto "Champagne"	Loterie Nationale	Lowé Belgium	Spike & Jones	1 x 15" + 1 x 7" + 1 x 5"	1	TV	Belgium
Assurance Auto	Ethias	McCann Erickson	Benoît Feroumont	1 x 30"		Animation TV	Belgium
First Invest	Ethias	McCann Erickson	Pascal Chinarro	1 x 30"		Animation TV	France
Pyjama & Cotillons	Belgacom	Duval Guillaume	Les Elvis	2 x 30"	2	TV	Belgium
Corporate	Ethias	McCann Erickson	Benoît Feroumont	1 x 5"		Animation TV	Belgium
Un déj de ouf, infirmière, Grands Enfants	Findus	Callegari & Berville	Tristan Aurouet	3 x 30"	6	TV	Belgium

NIET-LEDEN CFP-BELGIUM

TITLE	ADVERTISER	AGENCY	DIRECTOR	NR OF FILMS	DAYS	TV/CIN	COUNTRY
Armand Production							
Preponderant, La bonne blague, Salle d'attente, Le papy	Sojasun	Lowé Alice	Kris & Nico	4 x 30"	4	TV	Belgium
Le parc, La tente, L'aspirateur	Groupe E	Saatchi & Saatchi Simko	Kris & Nico	3 x 25"+2 x 5"	3	TV	South Africa

CCCP

Plateau, Cross Country, Ski Jump, Sado Maso	Renault	Publicis	Erik Bulckens	3 x 25", 1 x 60"	3	TV + Internet	Belgium
United Promo	United Promo	/	Bram Van Paesschen	1 x 4"	1	Internet	Netherlands
Tennis, Slagerij, Disco	Axe	Ubiquity Concept	Erik Bulckens	3 x 60"	1	Internet	Belgium

Maman Production

Eolienne	Proximus	Ogilvy	Pastiche	1 x 60"	1	Internet	Belgium
Invisible Man	CD&V	Saatchi & Saatchi	Annemie Vandeputte	1 x 45"	1	Cinema	Belgium
Long Face	KA2	Germaine	Annemie Vandeputte	1 x 45" + 1 x 30"	1	TV/Cinema	Belgium
70/80 of 90	Studio Brussels	Absoluut	Gaetan Veerboven	1 x 20"	1	TV	Belgium
Anti-Antibiotica	Bapcoc	Duval Guillaume	Kris & Nico	4 x 30"	2	TV	Belgium

Michel de Wouters

Delhaize	Delhaize	TBWA	Michel de Wouters	1 x 45"	3	TV	Belgium
Vivium	Vivium	Shake	Spike & Jones	1 x 30"	2	TV	Belgium
Colores	AKZO Nobel	TBWA	Pascal Habousha	2 x 30"	1	TV/ Cinema	Belgium
Granny	Daikin	Dentsu	Anton Visser	30"	1	TV	South Africa
Scotsman	Daikin	Dentsu	Anton Visser	30"	1	TV	South Africa
Slap	Daikin	Dentsu	Anton Visser	30"	1	TV	South Africa