



Bob shows DVD's of Jumbo 125th Anniversary, Alma College and the International Plowing Match (IPM) 2010. Gail shows one of her new doodle art paintings called "Peri Twinkle Fairy" which she created after taking a "Painting With Your Inner Voice" course at the St. Thomas Art Centre

Patrick Brennan Times-Journal

The Dog and Pony credit on video productions can be seen far beyond St. Thomas and Elgin.

Founded 12 years ago by Bob and Gail McNaughton as a business specializing in audio and video promotions, the company recently became involved in a project with York-Durham Association of Museums and Archives (N and E of Toronto).

Working first on strategy and a group website, then incorporating social media, Bob said it involves conducting four group training sessions on website and social media to ensure staff at every location are ready for the launch expected early in 2012.

Dog and Pony Productions won the contract, competing against several other bidders to develop a website representing 13 participating museums and historical landmarks in that area.

"If they're excited online, a percentage will come to see the physical exhibits," Bob explained.

That led Bob to launch another company, Social Media COO (Chief Operating Officer), to help people understand how to use social media for marketing.

Bob explained he is dealing with Facebook,

Linkedin, Twitter and YouTube as the leading social media tools.

"YouTube is the second largest search engine after Google," Bob noted.

As a bronze sponsor, Dog & Pony Productions produced a commemorative DVD of the 2010 International Plowing Match, hosted by Elgin county and the City of St. Thomas.

"I spent the whole five days there and I shot eight hours of footage," he said. The double DVDs have a menu and 3 hours of footage and are available at ipm.dogandpony.ca.

Future projects for Dog and Pony include promotion for the Elgin County Railway Museum to develop interactive new media content for their exhibits."

Bob said he is also working with Employment Services Elgin at their three locations.

"Dog and Pony Productions is the umbrella for other businesses such as www.SocialMediaCOO.com and www.GetBookTrailer.com. Get Book Trailer produces video trailers (short videos) to promote books online for authors and publishers.

"We're just finishing a video for the 125th anniversary of Jumbo," he added.

Earlier, they completed a video highlighting Alma College at their own expense that includes a poem written by Gail. Bob is glad that he captured the footage to produce the Commemorative DVD while the building was still standing!

They recently completed a promotional video in three languages for Tru-die in St. Thomas that included their parent company and a sister company in Windsor.

Gail recently created an original doodle art for Animals Asia of Moon Bear. Her doodle art has grown life-size as she now paints them. She continues to make and distribute tourist art cards and postcards in our area.



www.gailmcnaughton.com.

To contact Dog and Pony Productions or Social Media COO, call 519-637-6410 or visit online at dogandpony.ca or socialmediacoo.com.



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