

## ■ SBK Interviews “Dogs Across America” for Pfizer Animal Health:

SBK Pictures just completed two humorous video programs for Pfizer Animal Health. The short videos are directed to dog owners to inform them of the everyday health



risks to their dogs. SBK created the character “Bob Buckley” to talk with pet owners and their pets across America in a humorous take-off of man-in-the-street interviews. Executive Producer Larry Schwartz conceived the idea and Jeffrey Berry wrote and directed the videos. Palmer Enfield produced the shoot in Miami in December for SBK Pictures.

“Dogs can catch all kinds of infections from other dogs,” commented Jeffrey Berry, SBK Partner/Director. “We wanted to get the message out about ITB [infectious tracheobronchitis], but we wanted to keep it fresh and brisk...not heavy handed. We cast a terrific interviewer, Pete Postigliano and took two HD cameras into the streets and parks of Coconut Grove in the Miami area. We talked to everyone who had a four-legged friend in tow. We came back with great material and cut together a couple of videos that are fun to watch and educational.” about ITB [infectious tracheobronchitis], but we wanted to keep it fresh and brisk...not heavy handed. We cast a terrific interviewer, Pete Postiglione and took two HD cameras into the streets and parks of Coconut Grove in the Miami area. We talked to everyone who had a four-legged friend in tow. We came back with great material and cut together a couple of videos that are fun to watch and educational.”



The two videos are a central component of Pfizer Animal Health’s “Protect Early, Travel Safely” campaign created by the Peck Marketing Group of Exton PA. DVDs of the video will be widely distributed to Pfizer Animal Health reps and veterinarians. The video will play in Veterinarian offices, industry trade shows, and on a specially designed website [WWW.PROTECTINGYOURPET.COM](http://WWW.PROTECTINGYOURPET.COM). For more information contact Barney Leonard (610)658-5858 or visit [WWW.SBKPICTURES.COM](http://WWW.SBKPICTURES.COM).