

Tobi & Peanut



Introduction - Tobi & Peanut specialise in equine therapy and wellbeing across Northern Ireland, empowering children and adults to build confidence and emotional resilience through the healing bond between humans and ponies.

Challenge - Tobi & Peanut faced a digital learning curve. With limited experience using modern creative and productivity tools, the team struggled to deliver projects and tell their story in today's digital world. They needed the skills and confidence to bring their therapeutic work to life.

Solution - Partnering with SRC, Tobi & Peanut embarked on a digital transformation journey. They were introduced to a suite of tools, including Voice Recorder Pro, Otter AI, Perplexity AI, Adobe Express, Canva AI, Descript AI, Gamma, and Polycam. Through hands-on training and practical application, the team learned how to capture key insights, create professional visuals, automate design processes, and present their story in dynamic new ways.

Impact - The results have been transformative. Tobi & Peanut have streamlined collaboration, enhanced their creative workflows, and elevated the way they communicate their mission. With compelling visuals, immersive 3D storytelling, and evidence-based digital resources, they now share their work with greater clarity and confidence. This seamless blend of traditional equine therapy and innovative digital technology has strengthened their ability to reach and inspire communities across Northern Ireland.

