

Evolution to Evolve Zydeco's Floppets

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Evolution Management Group has been named the global licensing, sales and brand management agency for Zydeco Studios' Floppets.

The multi-year agreement will allow EMG to extend the sales and distribution of the children's novelty brand into various retail channels and categories including toys, footwear, gift, amusement/theme parks and vending machine capsules. EMG will also assist in the creation of expanded content and characters.

"From the moment I was introduced to the Floppets brand by the creative director and partner Greg Aronowitz, I was impressed with the level of quality and vision for the brand," says Adam Unger, president of sales and marketing, EMG. "Floppets are unique, affordable and highly collectible, and we are excited to tap into this unlimited potential with the Zydeco team. We feel the brand offers retailers a limitless platform to allow kids to express their individuality."

"The capabilities and licensing resume of the EMG team is nothing short of extraordinary, and we are extremely excited to have them on board to help the Floppets 'floppetize' some amazing global brands," says Rich Goodman, vice president, Zydeco Studios.