

Sprinkler Systems Branded Izod-Style



Unless you're five and running naked through one, sprinklers generally hold little allure. But the Hickman Group is trying to change all that for their client Naan USA, maker of residential sprinklers and irrigation systems, with the creation of a quirky brand icon, "Irrigator Alligator." Hickman likens the new mischievously smiling reptilian mascot to the alligator that allowed Izod to make a mint on plain polo shirts and hopes that Irrigator

will bring similar "friendly familiarity to the sprinklers." Hey, they've got a shot: alligators are far more relevant to watering systems than they are to golf shirts, and look how successful those were? Maybe people just like smiling alligators. It would seem so, because thus far, since the icon has begun to grace new yellow, blue and red packaging and POP as well as company collateral – letterhead, catalogs and business cards – Naan has seen an over 200% percent increase in sales, much of which has been attributed to the Irrigator Alligator effort. Go figure.

Program: *Irrigator Alligator corporate identity campaign*

Marketer: *Naan Sprinklers & Irrigation Systems USA, Cypress, CA*

Agency: *Hickman Group, Irvine, CA*

Key Players: *Naan: Tom Spain, general manager, U.S.; Hickman: John Hickman, president*