



Royal Prestige *Parodia* Case Study

Situational Analysis / Background

The successful 2007 *Transiciones* campaign supercharged brand awareness of HyCite's top quality line of cookware, Regal Prestige, led by the brand's iconic woman in red. Research done in 2008 showed higher unaided awareness with regard to the target consumer, unacculturated and bicultural Hispanic females but it still had room for growth. Additionally, Royal Prestige still found it facing consumer worries about the product's high price point.

Objectives

SJG saw its goal: capitalize on the newfound brand recognition created by the *Transiciones* campaign, while bringing the everyday consumer into the Regal Prestige family of cookware.

Strategy

In order to establish a more direct relationship with the target consumer, SJG created the *Parodia* (Parody) campaign, featuring women cooking using Regal Prestige cookware while watching the *Transiciones* spot.

Parodia developed the branding message of Regal Prestige's high quality while empathizing with the target by demonstrating an understanding for the fact they didn't wholly relate to *Transiciones*. The commercial reinforces the notion that Regal Prestige is for anyone, and that message was supported not only through traditional media purchases, but also integrated across a variety of Spanish-language programming.

Measurable Effectiveness / Results

Royal Prestige revenue experienced levels 21.7% higher in March 2009 than in the previous year.

