



Royal Prestige *Transiciones* Case Study

Situational Analysis / Background

By 2007, HyCite's Royal Prestige brand of top-quality cookware was facing a marketing nightmare. With over 2,000 sales representatives creating their own marketing efforts, brand recognition was at its lowest. Lack of recognition compounded the product's high price point leading to stagnant sales.

Objectives

The San Jose Group (SJG) saw the need to redefine the category with a breakthrough approach that would unequivocally establish Royal Prestige as the premium choice in cookware. The Group would accomplish this by creating a memorable and unified set of creative work, showcasing the quality of the product and increasing brand recognition and awareness.

Strategy

To better understand the brand, SJG conducted an Inside-Out research study that examined consumer and competitive profiles, as well as the internal infrastructure of the company's sales process. SJG identified the target consumer: unacculturated and biculturated Hispanic females with families.

From this exhaustive research came the realization that SJG needed to position itself against the grain and sell the Royal Prestige brand for what it was – premium cookware. From this came the slogan **Cocina al Máximo / The Ultimate Cooking Experience**, which would lead the national branding campaign boosting awareness among the Hispanic Market and cementing Royal Prestige's cookware as the premium choice for Hispanic moms.

Measurable Effectiveness / Results

In the face of monetary cut backs and a tough economic year, the campaign resulted in a 24.9% increase in sales. The Royal Prestige brand experienced a 31% increase in unaided awareness and a 39% increase in aided awareness.

