



ROYAL  
PRESTIGE®

# How we became Prime Time Players



## The Challenge

As a premium quality kitchenware brand, our Marketing team in Royal Prestige® faced the mission of finding powerful approaches to reach the largest audiences without losing sight of our affinity audience.

## Our Answer

Full sponsorship in cooking competitions where we can reach not only our audience but also a massive public during primetime.

## Target Audience

Consumers who prioritize practicality, ease, and innovation while enjoying the cooking process.

### Goals

- Increase brand awareness, which will make it easier for our sales force to approach potential clients.
- By showcasing our product on national television, we aim to instill a sense of pride in our customers and distributors, which will help to strengthen their belief in the product's quality and legitimacy.

### We have authority over brand discourse.

As part of the agreement that we negotiate with networks and franchise owners, we sponsor cooking challenges and brand spotlights to showcase the benefits of Royal Prestige®.

We provide the scripts with the exact wording that the talent should use to talk about our brand and products. Before the broadcast, we review the recordings to ensure our guidelines are followed precisely. Our top priority is to have control over what is said about our brand and how it is presented.

### We take care of our product.

We coordinate and schedule training with the shows to ensure that the contestants know the proper use of our product.

Additionally, we have large racks that allow us to display our main line of products and position always the brand on screen.

### We create spaces to highlight the benefits of the product.

As part of the show's content, we created for the first time 30-second cooking segments in which we present a Royal Prestige®-style recipe: quick, easy, and delicious. These spaces allow us to highlight the product in a more controlled environment than in the heat of competition.

## The Deployment

In 2023, we focused on primetime cooking competition shows as a core strategy because they provide an organic space to showcase the benefits of our product while being used. Additionally, these shows allowed us to reach massive audiences across five countries that are crucial for the growth of our business globally. As a kitchenware brand, we were pioneers in achieving extensive product placement in our category.

### The shows in which we participated in 2023 were:

- MasterChef La Revancha Dominican Republic
- MasterChef Celebrity Mexico
- MasterChef Brazil
- MasterChef Professionals Brazil
- MasterChef Celebrity Colombia
- El Gran Chef Famosos Peru



## The Amazing results

*"Every time our sales team goes to someone's home, the clients talk a lot about what they have seen in MasterChef. This has given us many benefits and many more recommendations."*

**Yoel Figueroa, Premier Network Leader Dominican Republic**

*"MasterChef helps us a lot because we are constantly in the minds of our Mexican families and our potential customers. That we distributors talk about Royal Prestige® is very good, but that they hear it from an opinion leader such as the chefs of MasterChef has empowered us."*

**Janet Acevedo, Premier Network Leader Mexico**

*"When we mention that our products are on MasterChef, it opens people's feelings and ears to hear about the business and provides confidence in our team for recruiting. We have recruited many people with the help of a stronger brand that is more nationally recognized."*

**Mariane Angelino, Premier Network Leader Brazil**

### Our Success in Numbers

<b>+30M</b>	<b>+16.5M</b>	<b>+42M</b>	<b>+6.4M</b>	<b>+1.6M</b>
People Reached	People Reached	People Reached	People Reached	People Reached

- **In the Dominican Republic**, MasterChef boosted Royal Prestige® to second place in national brand awareness among our competition.
- **In Peru**, our Advertising Awareness TOM grew by 12% in 2023.
- **In Brazil**, our Aided Advertising Awareness grew by 28%.

## The Future

In 2024 we will move forward with this successful strategy in two new shows and will continue in three more, as an important part of our new global branding campaign.

- Top Chef VIP in the USA
- Lucha de antojos in Mexico
- MasterChef Celebrity Mexico
- MasterChef Colombia
- MasterChef Brazil

"Lucha de antojos" will be a new foray into streaming for Royal Prestige® that was achieved without financial investment, only through the exchange of kitchenware.