

Oportunidad Royal:

Elevating Recruitment Through Product Immersion

We adopted a different approach by positioning the business opportunity as a product within our portfolio. This led to a structured analysis that included audience insights, needs and aspirations, entrepreneurship trends, buyer personas, and a clear value proposition.

Using these insights, we developed a strategic communication plan anchored in strong messaging, consistent content, and a robust media mix across traditional and digital channels—to position the opportunity with credibility and impact.

Importantly, this was developed independently of the consumer-facing cookware communications, allowing us to establish two distinct lines:



Cookware products
Tailored to end consumers



Entrepreneurship opportunity
focused on business growth
and recruiting new entrepreneurs

This dual strategy enables us to effectively meet the unique needs of each audience.



Objective

Oportunidad Royal is Hy Cite's strategic initiative to create a strong and aspirational opportunity brand across the USA, Mexico, and Brazil, driving Distributor recruitment, onboarding, and network growth.



Begin by selling—and continue doing so consistently to earn.

Then, share La Oportunidad through recruiting to foster growth.

Finally, lead with purpose, inspiring others to follow this transformative path.

Communication Strategy is Based on 4 Pillars

The Industry | Testimonials | Community & Recognition | Differentiated Benefits

Let's Stand Out

Multi-Platform Synergy

Spanning TV (CNN en Español, Shark Tank México), radio (Mexico & U.S. Hispanic markets), print (Moi Magazine, Forbes, Merca 2.0), social media, and live events, the campaign builds a consistent and compelling narrative across touchpoints.



- 2 branded capsules on CNN en Español (33M+ reach), including CEO Paulo Moledo presenting direct selling as a serious entrepreneurial option.
- 1-minute branded content in Shark Tank México, dramatizing the Opportunity as a business pitch.

Reframing Direct Selling

By featuring CEO and CSO on national media, and dramatizing the opportunity as a startup pitch, it positions direct selling as a serious and aspirational entrepreneurial path—not merely a side hustle.



- CSO interview on national TV (Mexico), reaching 500K+ households.

Cultural & Market Insights

The use of culturally resonant channels (Enrique Santos Show, Moi Magazine) demonstrates a deep understanding of Hispanic markets and tailors the message for cultural relevance and emotional resonance.



- Bold radio strategies:
 - Mexico: 4.2M impacts via interviews and host endorsements.
 - U.S.: 3.5M impressions via Enrique Santos Show, key Hispanic markets.
- Print story in Moi Magazine (90,000 copies) positioning the Oportunidad aspirationally.
- Live presence at E-Summit and Master Moi events in Mexico City.

Data-Driven Digital Engagement

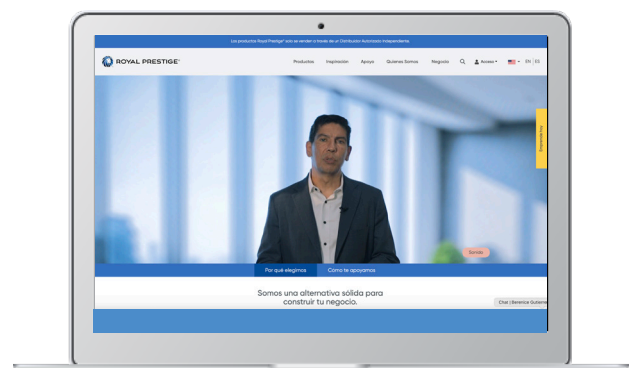
Retargeting and search-based marketing convert interest into action using digital to bridge brand awareness and recruitment and developing inspiring and tailored assets.



Oportunidad Royal



oportunidadroyalofficial



www.oportunidadroyal.com

Results

Preliminary – Campaign In Progress

- 40M+ impressions expected, offline media only.
- Traffic spikes tied to on-air moments.
- Anecdotal evidence indicates a strong lift in brand perception among Independent Distributors.
- Empowered recruiting conversations thanks to premium content.

Pre-Launch Work (2024)

- Media planning and placement.
- Brand-safe content production (video, radio, print).
- Legal and messaging alignment.
- Digital targeting framework development.

Post-Launch (2025)

- Campaign analytics and creative optimization.
- Cross-functional enablement through field-sharing tools.
- Long-tail media exposure through December 2025.

Inspiring the Future, Empowering the Present

This campaign represents a major milestone for the direct selling industry—not only by promoting an opportunity, but by elevating it. By entering premium media spaces, Royal Prestige® redefined how our industry is perceived, both by the next generation of entrepreneurs and our current distributor community. It brought new visibility to direct selling, helping shift perceptions and strengthen engagement across all levels.



This is just the beginning—our vision is for Oportunidad Royal to match, or even exceed, the success of our iconic cookware line.