

**GLOBAL CAMPAIGN:**  
*Nunca dejas de sorprenderte*

*Nunca dejas de*  
**SORPRENDERTE**

**A GLOBAL BRAND MOVEMENT**

February 2024



**ROYAL PRESTIGE®**

*Nunca dejas de sorprenderte*

To elevate **Royal Prestige®** into a top-of-mind brand through mass-market visibility and a bold, emotional message rooted in product superiority, wellness, and meaningful connections.



## CAMPAIGN ELEMENTS:

*Nunca dejas de sorprenderte*



### First-Ever U.S. Super Bowl Ad (Spanish-language broadcast)

- Univision, 2024 – historic Hispanic audience record
- Also aired during the Super Bowl in Mexico



### Branded Content in Royal Prestige® Magazine

- Created to spark follow-up sales conversations
- Strengthens Customer-Independent Distributor relationships



### Pan-Regional TV Presence (8 countries)

- *La Casa de los Famosos*, *Top Chef VIP*, *MasterChef Celebrity* (MX & CO)
- Segments and spots on Televisa, cable TV, and major primetime shows
- Major TV events: Oscars (Mexico), Formula 1 (Mexico)
- Country-specific OOH (Dominican Republic, Colombia, Ecuador, Peru)
- TV spot coverage in all 8 Royal Prestige® markets



### Digital Campaigns

- Full funnel: Meta, Google Search, Display & Video 360
- YouTube, Facebook, Instagram, TikTok
- Landing pages on royalprestige.com

## RESULTS & IMPACT:

### *Nunca dejas de sorprenderte*

#### **Royal Prestige® doesn't just sell cookware—it sells amazement.**

With unmatched product benefits like oil-less and waterless cooking, premium materials, innovative design, and a 50-year limited warranty, every use delivers a moment of surprise and delight. But what truly sets the experience apart is how these features come to life in a **Royal Prestige®** demonstration—where seeing is believing.

In every demo, the magic unfolds: meals prepared with no added oil, vegetables cooked without water yet retaining their vibrant color and flavor, and cookware that feels as durable as it is elegant. It's not just about showcasing a product—it's about igniting wonder, reshaping habits, and creating a lasting emotional connection with wellness, family, and the kitchen itself.



#### **Global Brand Alignment:**

Unified creative across North and South America

#### **Independent Distributor**

**Enablement:** Tools for outreach, follow-up, and storytelling

#### **Emotional Connection:**

Campaign celebrates families, meaningful connection at home, and culinary wonder.



OFFLINE REACH

**+83M**



DIGITAL MEDIA REACH

**+176M**

#### **Key Message:**

Royal Prestige® doesn't just sell cookware—it sells amazement. With its unmatched product benefits like oil-less and waterless cooking, premium quality, 50-year limited warranty, and innovative design, it delivers surprise and delight with every use.

#### **Why It Matters:**

This campaign redefined how a direct selling brand can show up in mainstream media. "Nunca Dejas de Sorprenderte" made **Royal Prestige®** visible at the world's biggest events—and memorable in the hearts of millions.



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