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## High end cookware marketer launches national Spanish language TV campaign

Posted by Elena del Valle on April 12, 2007



Miguel Gonzalez, vice president of Latino sales, Hy Cite

Photo: Hy Cite

Hy Cite Corporation, with the help of The San Jose Group as its Hispanic agency of record, recently launched a mid-seven figures 2007 campaign targeting Spanish dominant Latinos. It is the company's first branding and marketing Spanish language television oriented campaign for the Royal Prestige® product line. The new 30 and 60-second ads began airing, in the first quarter of 2007, on Spanish-language networks Univision, Telemundo and Galavisión.

According to a San Jose Group spokesperson, the primary target audience

### Editor and Host:



Elena del Valle

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is Hispanic women heads of household between 18 and 49 years of age. The secondary target audience is Latino men heads of households, who marketers believe heavily influence final decisions on major purchases for the home.

A Royal Prestige starter kit, featuring a 10.5 inch skillet with cover, a 4-quart Dutch Oven with cover, an 8-inch skillet with cover and a 1.5-quart saucepan with cover costs about \$1,400.

“These products are ‘the Mercedes’ of cookware,” said George L. San Jose, president and chief operating officer of the San Jose Group. “While Hy Cite has been successful at generating Hispanic sales over the years, our task will be to put a face on this brand to pre-sell the customer and make its sales force’s job even easier. We are connecting the brand and the consumer to their core purpose.”

The first execution, a 60 second spot, “Transitions,” departs from the traditional cooking demo, infomercial approach most commonly used in this category. Created with a “stylized, retro-chic” concept in mind, the spot places Royal Prestige® pots and pans center stage as glimmering props held by well coiffed women dancers who twirl and glide to a Latin beat. The commercial ends with the tagline “Cocina al Máximo” (Cook to the Max).

“We’re excited about how this marketing initiative will re-introduce our brand’s image to our consumer,” said Miguel Gonzalez, vice president of Latino sales for Hy Cite. “In the end, it will help our distributors do what they do best, which is sell.”

Hispanic customers account for 85 percent of Royal Prestige total retail sales of \$260 million since 2003. At the same time, according to several online sources, numerous complaints have been filed against the company which has been sued by four states for misleading sales representations, deceptive and illegal business practices.

“Like many direct selling organizations that use independent distributors, we have faced some challenges with some of our distributors’ selling practices. However, we have taken steps to resolve this issue,” said Gonzalez. “Last year, we became a member of the Better Business Bureau where we currently hold a satisfactory record, indicating that we have properly addressed these previous matters referred by the Bureau.”

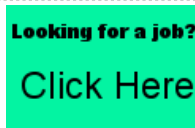
Hy Cite, owner of the Royal Prestige® brand, is a direct marketer of cookware, kitchen items, dinnerware, fine china, juice makers, kitchen knives, and water filters. Royal Prestige® and its Health System™ cookware are touted for waterless and greaseless cooking. The San Jose Group is a consortium of marketing communications companies specializing in reaching the Hispanic and non-Hispanic markets in the U.S. and Latin America.

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David Henry presenter

Broadcast publicity expert David Henry shares insights drawn from years of experience to help you target Latinos effectively during this presentation and interview.

Find out how: to reach Latinos with electronic publicity; how many TV stations offer news programming in Spanish in the U.S.; which markets have the number one newscasts in Spanish; which markets offer bilingual news TV programming; and much more.

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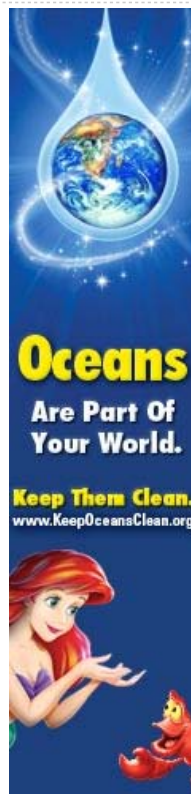
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Book Authors

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- Ashton, Jonathan R
- Charles Vallejo, Deborah
- Clavijo-Kish, Christine
- del Valle, Elena
- Eusebio, Heidi
- Friedman, Madalyn
- Gomez Winebrenner, Miguel
- Henry, David
- Israel, Richard
- Malaghan, Tony
- Nelson, Cynthia
- Paratore Salazar, Dalia
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