

The image displays a vertical stack of nine screenshots from the Badia website, illustrating its layout and content. The top screenshot shows the homepage with a banner for 'Lo mejor de la cosecha' (The best of the harvest) and a search bar. Subsequent screenshots show different sections: 'Sabores por producto' (Flavors by product) featuring various spice categories; 'Sabores por región' (Flavors by region) showing regional cuisines like Mexican, Italian, and Latin American; 'Hierbas y Especies' (Herbs and Spices) with a list of products; and a detailed section for 'Latin America' with a map of the continent and specific product offerings for countries like Brazil, Argentina, and Chile. The website has a green and red color scheme with a clean, modern design.



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Contact:

Boris Rabinovici  
Rabinovici & Associates  
(305) 655-0021  
[mailus@rabinovicionline.com](mailto:mailus@rabinovicionline.com)  
[www.rabinovicionline.com](http://www.rabinovicionline.com)

### **HISPANIC ADVERTISING FIRM ACHIEVES NATIONAL RECOGNITION**

Rabinovici and Associates has scored a major success in the U.S. Hispanic market by receiving a Latino Marketing Award just three years after the agency opened its doors in Miami.

Miami, FL-November 5th, 2004 - Rabinovici and Associates, a Hispanic-owned interactive marketing/advertising firm, took home a Latino Marketing Award in the best consumer website category for the Badia spices website.

The website, [www.badiaspices.com](http://www.badiaspices.com), won in the consumer website category. The website was created in the Miami offices of Rabinovici and Associates.

This highly interactive website was designed to promote and carry Badia's integrity as a leader in the market and part of the top 500 Hispanic-owned corporations in the nation. It includes information in both English and Spanish, providing the consumer with extensive ethnic cooking, from Latin recipes to Middle Eastern spices.

The competition included entries from across the United States.

"We are proud of our company and our ability to provide our clients with concepts that add value to their brand and tools that address today's marketing challenges going beyond traditional advertising," said Ester Rabinovici, founder and CCO of Rabinovici and Associates. "I believe it is a true testament to the hard work of the team."

Rabinovici and Associates is a full service, interactive marketing and advertising agency headquartered in Miami, FL, founded in Bogotá, Colombia in 1994, offering its clients a wide range of below and above the line strategies including graphic design, directed targeted communications, web development, printed material, mass marketing and consulting. Rabinovici and Associates serves more than 20 clients in the U.S. and Latin America in the consumer goods, pharmaceutical, technology communications, financial services, entertainment and automotive categories.



## About the Agency

Rabinovici and Associates, Inc.

Founded in 1994 in Colombia, South America, and with its U.S. operation incorporated in 2000, Rabinovici and Associates, Inc. considers itself a Concept Marketing Developing Agency capable of creating unique and ownable differentiators for its clients' brands, services and products.

By having a skilled team of multidisciplinary designers, the agency can expand the concept throughout different resources from P.O.P. to Mass Media Channels, creating innovative promotions, out of the box advertising, action driven direct marketing and integrated, below the line collateral tools.

Today, Rabinovici and Associates, Inc. is the regional agency for multinational brands such as Badia Spices, Oster, EJ Gallo and Kodak, creating B2B and B2C campaigns for the U.S. Hispanic market as well as for the Latin American Region.

## About the Marketing Challenge

Badia Spices the Soul of Cooking

Badia Spices has grown in the past 30 years from an ethnic spices retailer to a household brand of crossover spices and food products. The company has enormous brand recognition in the U.S. markets, both Hispanic and Mainstream, and in several countries where the brand is successfully marketed.

As growth increases, Badia needs a tool to project its brand and add value to the product by providing useful information to the consumer as well as to the trade.

## Objectives

- Add value to the company and to the brand.
- Provide the trade with updatable product information and a company overview.
- Encourage customer relationship with the brand by providing culinary information, recipes and uses for the spices.
- Encourage traffic to the website.



### **The Consumer**

Mainly women, but also men, housewives, household heads and cooking amateurs, between 25 and 50 years of age, with no specific economic class. Mainstream America.

### **The B2B**

The buyer in the spices category, both male and female between 35 and 55 years of age, driven by results and eager for innovation in this category, but not particularly loyal to any brand.

### **The Web Site Architecture**

All information is linked by a complex database that unites the recipes and the products making it easy to surf.

The same sections with different content and approach were developed for the consumer and the trade.

For the consumer, training-expertise content was developed.

For the trade, an interactive catalogue is the backbone of the site.

### **The Graphic Technique**

By being a spice and food business a lot of appetite appeal needed to be conveyed through special production photography that stated clearly the role of the spices in today's fusion cooking.

### **The copy structure**

A friendly, tutoring tone was used throughout the website.

The main message: "Spices as the soul of cooking" was conveyed throughout the site by not only providing recipes, but knowledge about different ethnic culinary regions as well.

By giving each recipe an author and a story, the site is conveying a message of real cooking for and from real people all over the world.

## Navigation Scheme

green = consumer site  
red = B2B site

www.badiaspices.com

