

eDynamic revamps Barista-Lavazza Website User Experience on custom, .NET CMS & will drive their customer acquisition with Search & Social Media Marketing

New Delhi, June 5, 2009: Barista-Lavazza India's core objective of positioning their website as a key engine for both branding & end customer acquisition meant that they needed a Web Solutions partner & expert that could create a scalable Web Strategy for them. eDynamic had created some cutting edge product microsites for Barista Lavazza earlier which had garnered rave reviews across the board. So, Barista Lavazza continued their association with eDynamic for end-to-end Web branding, customer acquisition & engagement solution.

The idea was to develop an online experience that would cater to target audience of this powerful brand. Barista-Lavazza wanted to drive far more relevant traffic to their website & provide an energetic & edgy user experience to their audience. eDynamic has created fabulous user experience on the new Barista-Lavazza website, complete with best-of-breed navigation, brand showcasing that will be further enhanced by Web 2.0 tools such as blogs, forums & podcasts. The new website is in perfect synch with Barista-Lavazza's refurbished offline brand communication & new marketing initiatives.

eDynamic has built the new website on a custom, .NET based Web Content Management System which will give Barista-Lavazza the ability to update, enhance & add dynamic sections on the fly. Non-technical users would also be able to contribute easily to this new website.

Further, eDynamic has created an online marketing strategy for Barista-Lavazza using best-of-breed Organic Search & Social Media Optimization practices. This strategy has been designed to deliver multi-fold increase in customer traffic & acquisition.

eDynamic's strong User Experience, Information Architecture teams that have created exceptional Web experiences for some of the world's best known brands such as New York Life, Sunlife, Aviva, Allianz and PepsiCo have worked together to create a leading edge Web solution for Barista-Lavazza.

"Indian consumers are evolving everyday. They are exposed to international trends through film, advertising, youth community sites and personal blogs. Today, coffee has made its way across the Indian landscape and rooted itself in the lifestyles of people - both young and old.

Established in February 2000, Barista Lavazza is noted as a pioneer of Indian café culture. The Barista Lavazza chain of espresso bars delivers a truly Italian coffee experience in warm, friendly and relaxed environments. It aims to provide a comfortable place for people to unwind over interesting conversations and a cup of coffee. The people who fill up Barista Lavazza consist of young adults, who are exposed to global lifestyles and appreciate the authentic flavours and tastes of coffee.

Our objective is to create a virtual online Barista Lavazza space which symbolises the identity of this brand. Thus our idea is to develop a huge Barista Lavazza community that is passionate about coffee & the café culture & to continuously refresh the online experience for this community – to lend this community a platform such as a coffee expression zone for exchange of opinion around coffee through our interactive website. It has been a great association with eDynamic who are with us since the inception of our website & have partnered excellently to give a vibrant online space for our guests", said Vishal Kapoor, Head-Marketing, Barista Lavazza India.

"Barista Lavazza is one of the leading coffee brands globally and their marketing strategies are legendary, so we are very excited to have partnered with them on this important initiative. We hope to create many more exciting & best-in-class experiences for them going forward", said Subir Singh, VP Sales, eDynamic.

About Barista Coffee Company Limited (www.barista.co.in): Barista Lavazza was established in February 2000 by Barista Coffee Company Limited, to recreate the ambience and experience of the typical Italian neighbourhood Espresso Bars in India. Barista Lavazza aims to provide a comfortable place for people to relax and unwind over a cup of coffee. Barista Lavazza has also been voted 'Superbrand' for three years in succession.

At present, the Barista Coffee Company Limited has over 230 Espresso Bars and Crèmes in over 30 locations in India. Besides India, Barista Lavazza also has cafes in locations across Sri Lanka, Oman and the UAE.

Barista Coffee Co. Ltd. is owned by Lavazza, Italy's largest coffee company. Lavazza, the sixth largest coffee roaster in the world, has a 46.5% share in the Italian retail market (value, source: Nielsen) and operates in over 80 countries, in the home and away-from-home sectors (Foodservice, Vending and Cafes). In 2008, their sales totalled USD 1.6 billion.

About eDynamic (www.edynamic.net): Established in 1999, eDynamic is Global Web solutions firm. We offer end-to-end Web solutions including Web and Enterprise Content Management, Portals & Collaboration, Web Design/User Experience, Online Marketing, Custom Application Development, Business Intelligence, CRM and Managed Services. By blending strong user experience & technology, eDynamic has been delivering best-of-breed Web solutions to customers such as PepsiCo, Aviva, HarperCollins, New York Life among many others.