Paris Banh Mi Café Bakery (Gainesville)

Content Marketing Campaign Strategy Proposal

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# Campaign Objective

The goal is to broaden Paris Banh Mi’s appeal beyond its existing customer base by:

* Showcasing the rich culture behind Asian foods, especially handcrafted dishes.
* Increasing exposure through stories that emphasize health, taste, and accessibility.
* Demonstrating how Paris Banh Mi’s meals offer healthier alternatives compared to standard American fare, making it the perfect spot for students seeking variety in their diet.

By highlighting Southeast Asian culture, Paris Banh Mi can attract students eager to learn about different cuisines and cooking techniques. The CM strategy will increase foot traffic and brand loyalty through engaging, story-driven content that connects the restaurant to the local university community.

# Organization’s Local Economic/Social Influence:

Paris Banh Mi in Gainesville is a small, local business that plays a role in promoting diverse food culture around the University of Florida. While its economic influence is modest, it’s a key player in offering students an alternative to typical American fast food, helping to diversify food options on campus.

CM is a low-cost yet effective way to expand the restaurant’s influence without the need for a massive advertising budget, allowing Paris Banh Mi to connect with a larger portion of the university’s community.

# Differentiation:

What sets Paris Banh Mi apart from other dining options is its balance of healthy, Asian-inspired handcrafted meals and proximity to the university. While students might find similar cuisine downtown, the convenience of Paris Banh Mi’s location, along with its gluten-free and health-conscious menu, provides a clear edge for busy students who want a healthy meal with a 5-to-10-minutes’ walk instead of a 10-minutes’ drive to downtown.

Paris Banh Mi can stand out by offering:

* Insights into Southeast Asian food culture and traditions.
* Cooking tips for students who want to make healthy, homemade versions of their favorite dishes.
* Stories about the restaurant’s commitment to handcrafted, fresh food, creating an emotional connection with its audience.

Current Position and Need  
A close-up of a menu

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# Targeted Audience

Primary Audience: UF students, especially those curious about Asian cuisine or interested in healthy eating. This includes both local students and international students, who may already be familiar with the flavors Paris Banh Mi offers.

Secondary Audience: Local residents around the University area, particularly those who seek healthier dining options or are interested in trying something different.

What Consumers Want to Know:

* Taste & Health Benefits: How does Paris Banh Mi’s food stack up against typical fast food in terms of taste and health? The handcrafted, gluten-free, and fresh ingredients make it a standout option for health-conscious students.
* Convenience: How Paris Banh Mi's location makes it easy to grab a quick, healthy meal between classes without driving far.
* DIY Cooking Tips: Paris Banh Mi’s marketing can highlight simple, healthy recipes or food tips to make Southeast Asian-inspired dishes at home, positioning them as more than just a restaurant but a source of culinary inspiration.

Model Plan  
A close-up of a calendar

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# Content Examples

## Signature Story:

“A Taste of Home: How Paris Banh Mi Brings Asian Comfort Food to the UF Campus”

Paris Banh Mi, a small but charming eatery located just steps from the University of Florida campus, is one of the places where students from UF will pick for an authentic flavor. Owned by an Asian entrepreneur who wanted to share a taste of home with students, the restaurant combines a welcoming vibe with a variety of traditional fast-food dishes that feel both familiar and filling. A recent conversation with Carl, a frequent customer, reveals some points why Paris Banh Mi resonates with so many students, particularly those living on campus.

Hands holding a bowl of soup

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(One of the Pho soup from Banh)

“I was thinking about finding a place with Asian food, and this restaurant popped into my mind,” Carl shared. “It’s basically the closest place you can find food related to Asian style if you’re living on campus.” The convenience factor is huge for students who often have a packed schedule and limited time for a sit-down meal. Yet, it’s not just about location; the quality and variety of dishes make it worth the visit. “The bubble tea is good, and I enjoy the four variants of Pho soup,” he said. Although Carl mentioned the prices is “not the cheapest around and some desserts are a little overpriced,” he noted that “the amount of food is filling,” making it a worthwhile splurge for a quick, satisfying meal.

What initially drew Carl to Paris Banh Mi was the inviting exterior, which stood out among other nearby places. “I was just driving around and saw this one—it caught my attention with its outer fitment,” he recalled. Once inside, the ambiance sealed the deal: “The inner environment is chilling and relaxing, and the waiter is friendly,” he commented.

People in a restaurant with people

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(A look of Banh from inside)

A building with a sign on the front

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(The look from outside)

Paris Banh Mi has grown into more than just a convenient spot for Asian food; it’s a comforting space where students can unwind, feel at home, and connect with flavors that remind them of their home.

## Knowledge-Based Content (How-to Video):

“How to Make Beef Pho for 4-5 Servings (Prepare Half a Day Ahead for Best Results)”

If you’re looking to make the ultimate beef pho, get ready for an aromatic broth that takes a little extra time but is absolutely worth it. Here’s the step-by-step recipe for making authentic beef pho. Follow along to make a soul-warming bowl of beef pho, perfect for sharing with friends!

Ingredients for the Broth

* Beef Bones: 1 kg
* Beef Brisket or Tenderloin: 200 g
* Coriander Seeds (optional): 5 g
* Cloves (optional): 5 g
* Star Anise: 10 g
* Cinnamon Stick: 10 g
* Fennel Seeds: 5 g
* Cardamom Pod: 10 g
* Red Shallots: 50 g
* Onion: 100 g
* Ginger: 50 g
* Tea Filter Bag (or cheesecloth): 1 for spices

Steps to Prepare Broth

1. Toast the Spices: Toast the coriander seeds, cloves, fennel seeds, star anise, cinnamon, cardamom, shallots (peeled), onion, and ginger in a pan until they release a fragrant aroma. Wash off any charred skins and place the spices into a tea filter bag (or cheesecloth) for easy removal later.

2. Blanch the Beef Bones and Meat: Boil the beef bones and meat briefly to remove any impurities. Skim off the foam that forms on the surface, then rinse the bones and meat with clean water.

3. Cook the Broth: In a large pot, add 5 liters of water along with the blanched bones, beef, and spice bag. Bring it to a rolling boil. Keep skimming any remaining foam or impurities on top to keep the broth clear.

4. Simmer: After bringing it to a boil and skimming off the foam, cover the pot and reduce the heat to low. Let the broth simmer for 1.5 hours.

5. Remove the Beef: Take the beef out of the broth after 1.5 hours, allowing it to cool on a plate. Continue simmering the remaining bones and spices on low heat for an additional 3-8 hours for maximum flavor.

6. Final Touch: After at least 3 hours, remove the spice bag and beef bones from the broth. Your broth is now ready! (Optional: For a clear broth, let the soup cool, skim off the fat that rises, or use a fat separator.)

7. Also, if you cannot finish with all the broth, seal the broth in a bowl (consider something like plastic warp) and put it in the refrigerator at about 1 to 4 Celsius degrees, you can keep them safely with most flavor remaining for the next two days.

Ingredients for Serving (Adjust Based on Taste)

* Thinly Sliced Beef: To serve in the soup, either raw or cooked in the broth.
* Chili Peppers: Minced
* Lime Wedges
* Bean Sprouts: Trimmed and rinsed
* Fresh Herbs: Basil, mint, cilantro
* Scallions: Chopped
* Shallots: Thinly sliced

Seasoning per Serving (for about 800 mL of broth)

* Fish Sauce: ½ tablespoon
* Chicken Bouillon Powder: ½ tablespoon
* Salt: ½ tablespoon
* Rock Sugar: ¼ tablespoon (use less if substituting with granulated sugar)

For Serving

Rice Noodles (Pho): Fresh is best, but dried pho noodles or rice sticks work too.

Serving Instructions

1. Prepare the Garnishes: Mince the chili peppers, chop the cilantro and scallions, thinly slice the shallots, and cut the lime in half.

2. Assemble Each Bowl: Pour about 800 mL of broth into a small pot and add the seasoning ingredients. Boil the noodles in the pot until cooked, then transfer them into a serving bowl.

3. Cook the Beef in the Broth: Add the thin beef slices to the hot broth to cook them. You can either quickly dip them in the soup or allow them to cook in the serving bowl by pouring the broth over them.

4. Finish the Bowl: Garnish with chopped cilantro, scallions, thinly sliced shallots, chili peppers, and bean sprouts. Squeeze fresh lime juice into the bowl, and serve any additional herbs and garnishes on the side.

(Alternative Beef Option: You can also use the beef brisket or tenderloin taken out earlier. Thinly slice it and add to the broth before serving.)

Enjoy your delicious, homemade beef pho!

This recipe brings authentic Vietnamese flavors right to your table. Perfect for anyone craving comforting, fragrant Southeast Asian cuisine near campus!