

# próximo

EVERY DISH, EVERY DRINK, EVERY MOMENT  
IS MEANT TO BE SHARED.



# CHALLENGE

- Unique dining experience
- Franklin Street's dining appeal has declined, especially for adults 30+
  - Now favor Carrboro, Durham and Raleigh for upscale meals
- Opportunity to reposition Proximo as the reason to rediscover Franklin Street



# AUDIENCE

## Primary: Adults 30+ in Chapel Hill/Carrboro

- Seek **high-quality, intimate** dining experiences
- Avoid student-heavy spaces
- Value **authenticity**, craft, and hospitality

## Secondary: UNC Students

- Visit for birthdays, date nights, or roommate dinners (**special occasions**)
- Influenced by **aesthetic, novelty** and word of mouth
- Will spend money for something “worth it”



SAVE ROOM FOR  
THE SOBREMESA



# INSIGHT

People increasingly crave experiences over meals:  
Dining that feels like a performance, a moment, or a memory; something shared among people who matter.  
Parents, students, alumni, and locals want places that feel personal and communal, not transactional.





# POSITIONING

A break from the noise in the very vast sea of loud sports bars, tourist-focused university merchandise stores. Proximo stands out as the calm within the storm of the hustle and bustle of a college town.



# TACTICS

1. Chef Brandon Sharp Executive Highlight
2. Email newsletter campaign
3. Social campaign
4. Off-site activations
5. On-site cocktail activation
6. Brand guide



# CHEF & CO-OWNER BRANDON SHARP

## **Why Highlight Chef Brandon Sharp:**

- UNC Philosophy graduate with deep ties to the University
- 7-time Michelin-starred chef
- Trained in world-class kitchens: The French Laundry, Gary Danko, August
- Owns three Chapel Hill restaurants: Bluebird, Hawthorne & Wood, Proximo
- Former chef at the Carolina Inn
- Hosts a culinary podcast and runs The Industry Standard, supporting new restaurant owners
- Long-time Chapel Hill resident with a strong community presence



# CHEF & CO-OWNER BRANDON SHARP

## HOW TO Highlight Chef Brandon Sharp:

- Reel Series: “Stay Sharp with Chef Sharp” - Chef Sharp shares his career journey as he cooks.
- DTH sponsored article: a story featuring Sharp’s career trajectory
- Long-form feature video
- Signature Dish Spotlight: features dishes made by Chef Sharp showcasing any special techniques or ingredients

# EMAIL NEWSLETTER

**Purpose:** Build loyalty and drive reservations through storytelling

**Timing:** 1-2 emails bimonthly

## Potential Content:

- Date Night Wednesdays
- Weekly dish or wine spotlight
- Monthly “Notes from the Kitchen”
- Seasonal storytelling feature
- Promote events

## Monthly Newsletter

This week at Próximo, we're spotlighting a bright, coastal Albariño from Rías Baixas

[learn more](#)



Our Chef

Quick product explanation will be here

[Meet our team](#)



Tapas

Quick product explanation will be here

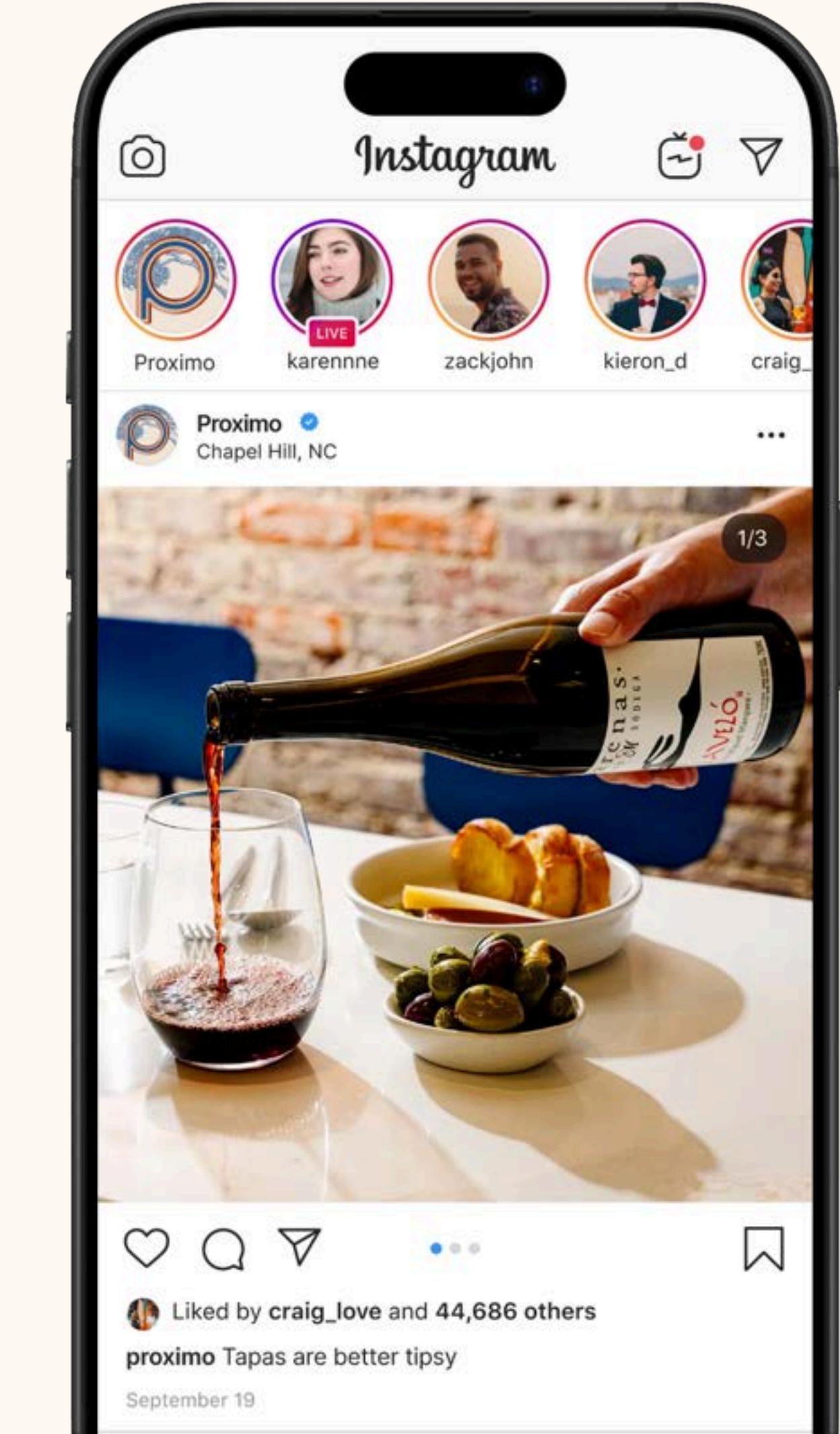
# INSTAGRAM

**Purpose:** Increase awareness and show the dining experience

**Timing:** 2 posts / week

**Content:**

- Reels → slow-motion clips of plating
- High-quality food photography
- Story Highlights → events and specials
- Cross-promotion with newsletter
- Potential New campaigns
  - Interview while you cook
  - Stay Sharp with Brandon



# CARRBORO FARMERS' MARKET POP-UP

**Purpose:** Expand reach and engage local foodie community

**Timing:** 1 time / month

**Content:**

- Small-bite & wine samples
- Takeaway cards with offering
- QR codes
- Collaborate with local makers (brewers, potters, musicians)



# UNC CAMPUS POP-UP

**Purpose:** Reach UNC students and planning graduation

**Timing:** 1 pop up in March & April

**Content:**

- Serve free small bites
- QR code to reserve graduation tables
- Incentive → “Book now, get a free dessert or wine”



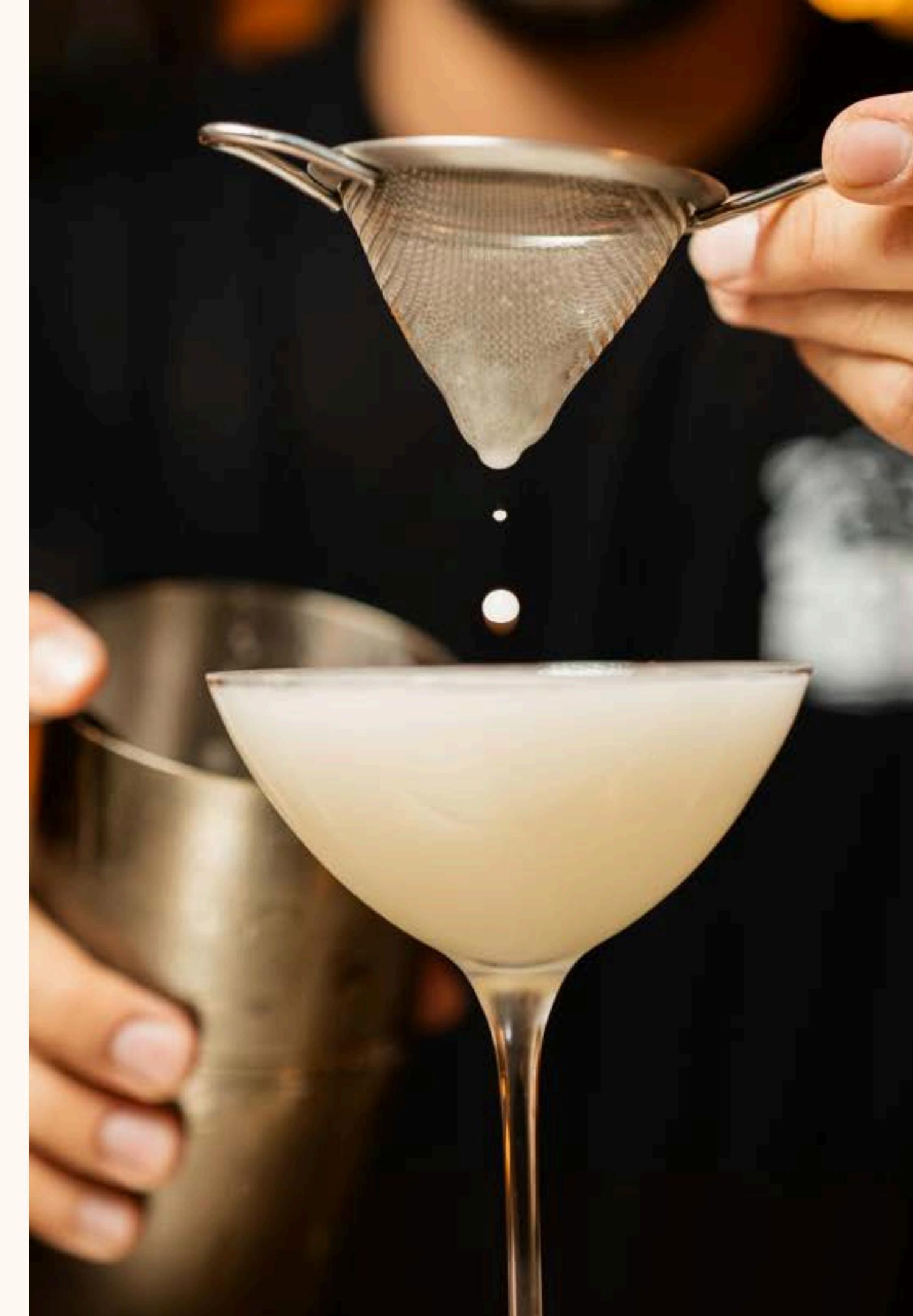
# COCKTAIL NIGHT

**Purpose:** Host themed cocktail nights that pair specialty drinks with chef spotlights or menu previews

**Timing:** pop up quarterly

## **Content:**

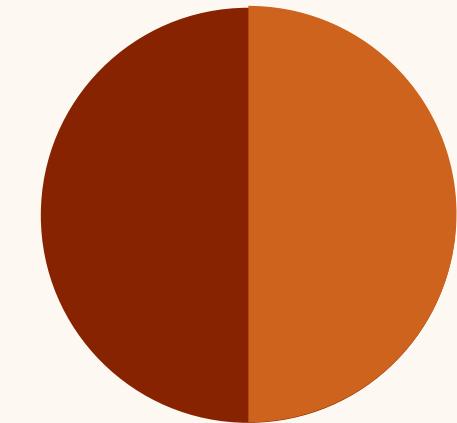
- Intimate event that encourages guests to stay longer, try new dishes, and see the restaurant as a place for date nights, celebrations, and special occasions.



# BRAND GUIDE

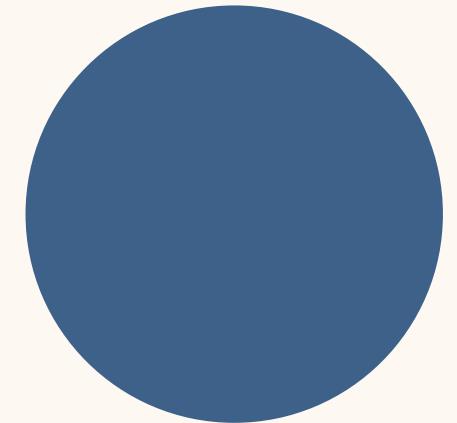
- Keeps Instagram and website cohesive
- Defines consistent colors, fonts, and visuals
- Guides future marketing and event materials
- Strengthens brand recognition and identity
- Ensures all content feels warm, elevated, and intentional
- Establish icons based in current restaurant environment

#A4572C



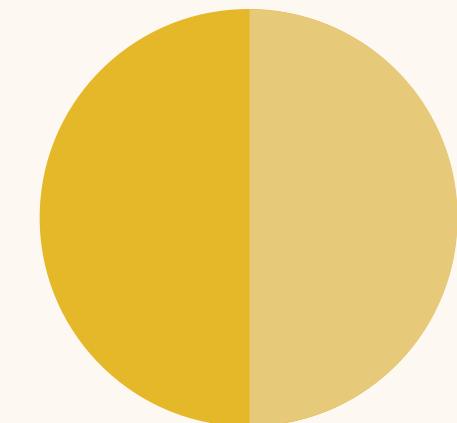
C: 0  
M: 47  
Y: 73  
K: 36

#3E618A



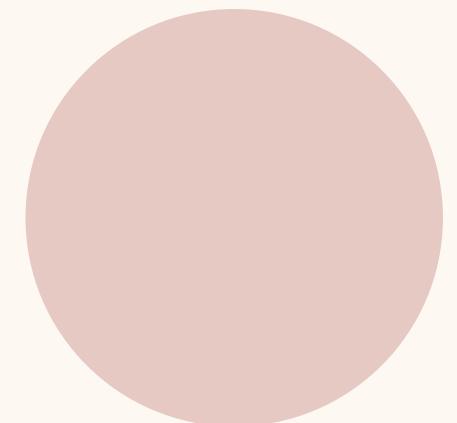
C: 55  
M: 30  
Y: 0  
K: 46

#E7AE4B



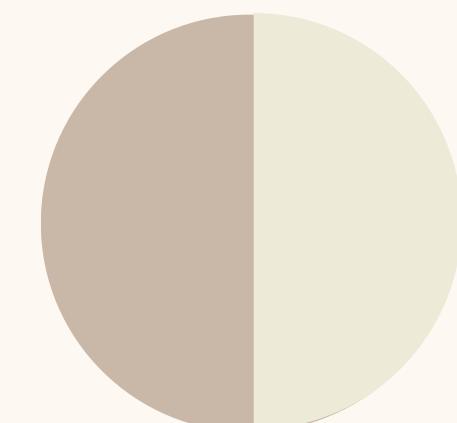
C: 0  
M: 25  
Y: 68  
K: 9

#F5EEE8



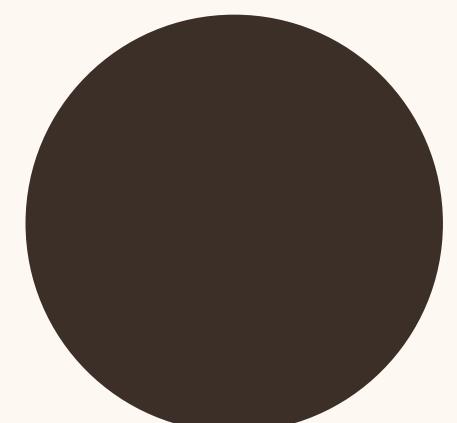
C: 0  
M: 3  
Y: 5  
K: 4

#C9B8A8



C: 0  
M: 8  
Y: 16  
K: 21

#3B2F27



C: 0  
M: 20  
Y: 34  
K: 77



THANK YOU

