

THE PAPER BAG DELI



FALL 2025

FINAL REPORT

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MEET THE TEAM



NIA DAVIS
Account Supervisor

Nia is a fourth-year public relations major. This is her third semester working for Alpha PR and her first semester as an account supervisor. Outside of Alpha, she is the social director of Rowdy Magazine and a marketing intern.



SOPHIA SANCHEZ
Account Executive

Sophia is a fourth-year public relations student and a first-semester account executive at Alpha PR, where she works on The Paper Bag team. She brings a strong passion for social media and strategic communication. Outside of Alpha, she serves as the social media manager for Independence Studio.



ANNA LARSON
Account Executive

Anna is a third-year advertising student with minors in public relations and event management. This is her first semester working for Alpha PR on The Paper Bag team. Outside of Alpha, she is a campaign strategist for Rowdy Magazine and a member of Her Campus UFL's marketing committee.



LILAH JURICK
Account Executive

Lilah is a first-year advertising student, and this is her first semester working with Alpha PR as an account executive. She is passionate about creative strategy, brand communication and leadership. Outside of Alpha, she is involved in Delta Phi Epsilon sorority on the Deeper Dude PR Committee.



CAROLINE DESLANDES
Multimedia Specialist

Caroline is a second-year advertising student with a minor in public relations. This is her first semester working as a media manager at Alpha PR. Outside of Alpha, she brings her passion for marketing and creative strategy to Elevate Advertising Agency, BRASA UF and Sparks, where she develops multimedia content, brand identities and digital campaigns.



RYAN SCARANE
Production Specialist

Ryan is a first-year journalism student specializing in sports and media. This is his first semester working for Alpha PR on The Paper Bag Deli team. Outside of Alpha, he is the marketing and social media Lead for Gainesville's Asian Run Club and is preparing for industry experience at the INC and OBSN through various introductory immersion coursework.

ABSTRACT

Opening Statement

In Fall 2025, The Paper Bag Deli partnered with our team to promote the launch of its new on-campus location in Newell Hall on Newell Road. The collaboration aimed to strengthen brand visibility among University of Florida students. With a focus on short-form video, photography, graphics and user experience recommendations, the team worked with founder and CEO Richard Sterck to elevate the deli's digital presence and increase awareness of its newest location.

About The Paper Bag Deli

The Paper Bag Deli is a Gainesville-based sandwich shop known for its signature menu items, bold flavors and creative brand personality. The restaurant has developed a loyal following for its original sandwich combinations and community-focused approach. With the opening of its Newell Hall location, the brand expanded its reach to students seeking fast, high-quality meals at the center of campus.

GOALS AND OBJECTIVES

Our primary goals were to increase awareness of the new on-campus Paper Bag Deli location and enhance the brand's digital presence. To accomplish this, we established the following objectives:

1. Short-Form Video Content

To boost engagement and reach, we produced short-form videos optimized for TikTok and Instagram. These included trend-based content using popular audio, comedy skits, montages and walk-through tours showing students how to find the Newell Hall location. This approach allowed us to tap into platform-specific trends and increase discoverability through the algorithm.

2. Graphics and Photography

We developed promotional graphics and original photography featuring the Newell Hall storefront and key menu items.

3. Website Design Improvements & SMS Campaign

We provided recommendations to enhance the deli's website by refining UX/UI elements and ensuring brand consistency. Additionally, we collaborated on weekly SMS marketing concepts designed to increase foot traffic and highlight ongoing promotions.

Short-Form Video Content

Overview

To increase awareness of The Paper Bag Deli's new location at Newell Hall, our team developed a short-form video strategy centered on trend-based content, storytelling and campus navigation. Given Gen Z's preference for quick, visually engaging videos, this objective focused on maximizing discoverability across TikTok and Instagram Reels.

Content Development

Between September and November, we conceptualized and produced a series of videos highlighting both the location and the brand's personality.

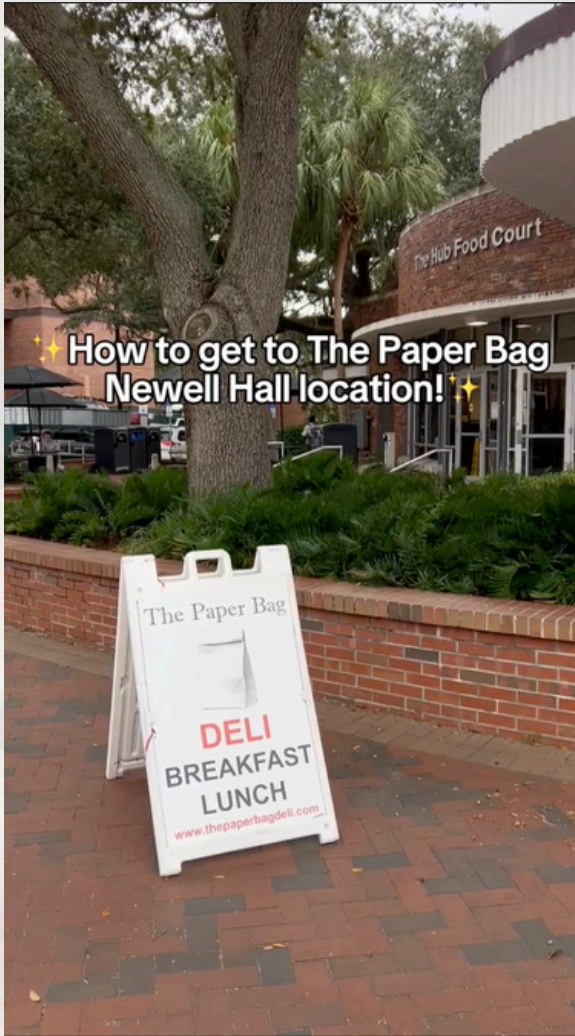
This included:

- Videos using trending audio to align with platform algorithms
- Comedy-style skits and lighthearted storytelling rooted in campus culture
- Montage-style edits featuring sandwiches, in-store visuals and branding
- A walking tour demonstrating how to navigate from common campus landmarks to the Newell Hall storefront

Strategic Impact

The content was created to support top-of-funnel awareness and strengthen brand familiarity among students who frequently discover dining options through social media. The videos served to humanize the brand, increase visibility and reinforce the deli's presence in a way that matched student online consumption.

Short-Form Video Content



✨ How to get to The Paper Bag Newell Hall location! ✨



Something to take the edge off ✨

How to get to
The Paper Bag

Something to
take the edge
off

Graphics & Photography

Overview

To complement the short-form video strategy, our team developed a collection of graphics and original photography to visually communicate the identity of The Paper Bag Deli. These assets were crafted to support promotional needs, highlight menu items and introduce the Newell Hall location to students across campus.

Asset Creation

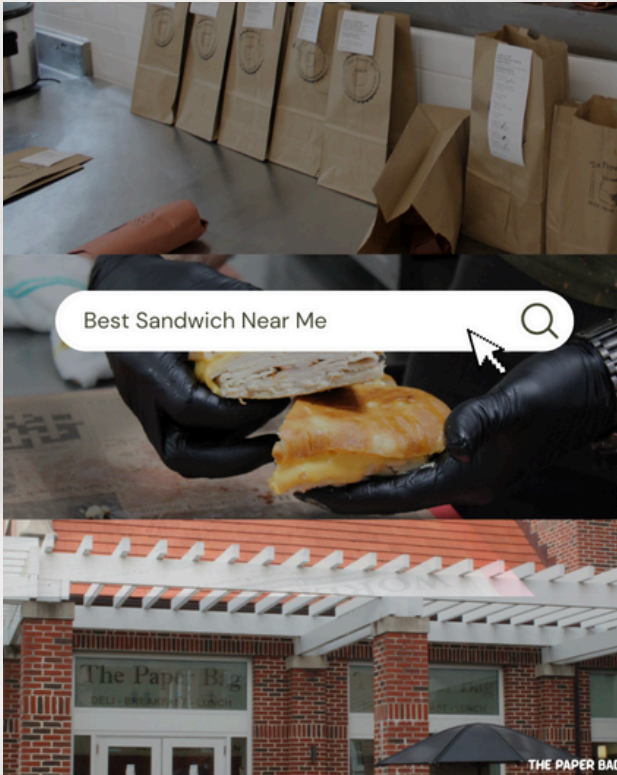
The visual assets included:

- High-quality photographs of signature sandwiches
- Images of the Newell Hall storefront and interior
- Branded graphics incorporating colors, textures and typography aligned with the deli's personality
- Social media posts designed for Instagram Stories, feeds and promotional materials

Strategic Impact

The graphics and photography expanded the deli's visual library, supported future campaign needs and provided a professional brand presentation for students encountering The Paper Bag Deli online for the first time.

Graphics & Photography



Website Design & SMS Campaign

Overview

As The Paper Bag Deli expanded onto campus, strengthening its digital infrastructure became essential for long-term brand consistency. Our third objective focused on improving the website's user experience and developing a strategic SMS campaign to support weekly promotions and customer engagement.

Website Design Recommendations

To align the website more closely with the deli's brand identity, we created a series of UX/UI improvements aimed at enhancing visual appeal, clarity and navigation. Key recommendations included:

- Overall Design and Layout
- Branding and Visual Identity
- Content and Structure
- Interactivity and Engagement

SMS Campaign Development

To increase repeat visits and directly communicate promotions, we developed weekly SMS concepts that aligned with social media content. The messages emphasized:

- Exclusive discounts
- Breakfast and lunch promotions
- Weekend specials
- Rewards for loyal customers

Pairing UX/UI improvements with a weekly SMS strategy will strengthen the website as a central brand hub and SMS as a direct communication channel. These recommendations and deliverables support long-term consistency and an improved customer experience.

Looking Ahead

Closing Statement

Reflecting on our semester-long partnership with The Paper Bag Deli, the team successfully created multimedia content, delivered strategic recommendations for UX/UI improvements and developed SMS campaign concepts to support continued engagement. This work established a stronger foundation for the brand's digital presence and helped elevate visibility for the Newell Hall location.

Looking ahead, we recommend expanding outreach through the following opportunities:

UGC Content from Students

Encouraging user-generated content will help build authentic engagement and extend reach into new student audiences. Offering small incentives, such as discounts in exchange for content, can motivate students to share their experiences and promote the deli organically.

Collaborations with Student Organizations

Partnering with campus organizations will broaden promotional opportunities and deepen the brand's connection to the UF community. Providing exclusive deals to student groups who visit the Newell Hall location can drive foot traffic and increase brand loyalty.

Campus Events and Athletic Collaborations

The Paper Bag Deli has an opportunity for future campaigns to leverage campus events, particularly those tied to UF athletics, to promote the on-campus location. Basketball campouts are touchpoints for outreach, as students gather overnight for major home games. Engaging with these crowds through tabling, activations or social content support can help showcase the convenience of the Newell Hall storefront. Building on past collaborations with UF basketball players such as Thomas Haugh and the UF Dazzlers, this strategy would reinforce brand visibility and strengthen ties with campus culture.