



PARAGON RESTAURANTS

THE TASTE OF HOME

OVERALL SOCIAL MEDIA AUDIT & OUR PLAN

Platform	Setup	Content	Aesthetics	Engagement	Sentiment	Week 1 priority fix
Instagram	3/10	1/10	5/10	0/10	5/10	Get all pages verified to strengthen credibility and establish a consistent, recognisable Paragon presence.
Facebook	7/10	6/10	6/10	5/10	7/10	Build active food communities around recipes, promotions, food conversations and local cultural moments.
YouTube	0/10	0/10	0/10	0/10	0/10	Build a consistent content presence with regular uploads that bring Paragon's food, stories and legacy to life.
LinkedIn	2/10	1/10	3/10	1/10	4/10	Build founder-led storytelling by using the founder's perspective to bring the brand's legacy, evolution and vision to life, while strengthening Paragon's presence on LinkedIn.
Pinterest	0/10	0/10	0/10	0/10	0/10	Own food discovery by publishing Onam Sadya content, claiming the website and enabling Recipe Rich Pins.
Reddit	0/10	0/10	0/10	0/10	0/10	Participate in relevant food communities across r/Kerala, r/bangalore, r/Dubai and r/IndianFood, focusing on authentic conversations rather than promotional content.
Quora	0/10	0/10	0/10	0/10	0/10	Build authority around Kerala food by creating conversations around Malabar cuisine, Kozhikode's food culture and the history behind Kerala's culinary traditions.

THE CULUTURAL NUANCE

THE TASTE OF HOME

For a Malayali, home is not just a place.

It is the sound of someone asking, "Kazhiccho?"

It is a table that is never big enough for everyone who turns up.

It is the argument over the last piece.

It is the smell of biriyani filling the room.

It is food packed for the journey back.

It is the familiar taste you crave when you are far away.

Malayalis don't just carry their culture with them. They carry its **taste**.

And that is what makes Paragon more than a restaurant.

For generations, Paragon has been woven into the food memories of Malayalis, a place they return to for celebrations, family meals, reunions, cravings and sometimes, simply because it feels like home.

THE BIG IDEA FOR THE MONTH

THE TASTE OF HOME

"The Taste of Home" positions Paragon as the place where Malayalis can reconnect with the flavours, rituals and emotions that make them feel at home.

Rather than simply talking about what is on the plate, the campaign explores what the plate means to a Malayali.

Every dish becomes a doorway into a familiar moment.

Every meal becomes a memory.
Every visit becomes a little homecoming.



TARGET AUDIENCE

The Paragon Generation | Malayalis in Kerala

Malayalis living in Kerala for whom Paragon is already a part of their food culture and routine. They have grown up with Paragon, return to it for family meals and celebrations, and see it as a familiar culinary tradition.

Mindset: Paragon is part of our life.

Role in the campaign: Tradition & familiarity

The Homecoming Malayali | Malayalis Away from Kerala

Malayalis living outside Kerala who carry a strong emotional connection to the food and culture of home. For many, a visit to Kerala feels incomplete without a meal at Paragon, making it part of their homecoming ritual.

Mindset: When I come home, Paragon is on the list.

Role in the campaign: Nostalgia & homecoming

The Home-Seeking Malayali | Bengaluru & UAE

Malayalis living away from Kerala who seek familiar flavours, food traditions and a sense of belonging. Paragon becomes more than a restaurant here; it becomes a little piece of Kerala away from home.

Mindset: If I can't be home, at least I can taste it.

Role in the campaign: Belonging & comfort

The Kerala Food Explorer | Non-Malayalis

Secondary Audience

Food lovers who may not have a cultural connection to Kerala but are drawn to its cuisine and want to experience the flavours that have made Paragon iconic.

Mindset: I want to know what makes Kerala food special.

Role in the campaign: Discovery & cultural curiosity

AUDIENCE OPPORTUNITY

Together, these audiences allow The Taste of Home to tell two sides of the Paragon story

For Malayalis:

Paragon takes you back home.

For everyone else:

Paragon gives you a taste of what home tastes like.

THE LARGER CAMPAIGN JOURNEY

Week 1

Legacy Of Paragon



Week 2

The Onam Craving



Week 3

Homecoming



Week 4

The lives behind the legacy



WEEK 1 | A LEGACY AT EVERY TABLE

The thought: Paragon has been there through it all.

For generations of Malayalis, Paragon has been more than a restaurant. It has quietly been part of birthdays, celebrations, reunions, first dates, family lunches, difficult days and ordinary days.

This week establishes Paragon's cultural relevance and legacy by showing how the brand has evolved alongside its customers, while remaining a familiar part of their lives.

The focus is on generational love, memories and everyday moments, establishing Paragon as a silent partner in the Malayali story.

YouTube Focus | "What Does Paragon Mean to You?"

A people-led series that goes beyond food to ask Malayalis about their personal relationship with Paragon, their first memory, favourite dish, family tradition or the emotion they associate with the brand.

Platforms: Instagram | Facebook | Pinterest | Reddit | Quora | YouTube-led



WEEK 2 | THE CRAVING THAT NEVER LEAVES

The thought: Onam may bring the Sadya, but some cravings have no season.

Onam is synonymous with Sadya, but the Malayali's love for biriyani doesn't take a festival break.

This week uses Onam as a cultural backdrop while keeping biriyani at the heart of the conversation. We playfully explore that familiar Malayali dilemma: Sadya today, but what about that biriyani craving?

Paragon can also subtly introduce its Onam Sadya offering, without allowing the communication to become a conventional festive menu push.

Community Focus

Build conversations around food beyond the brand — especially through Onam recipes, family food traditions and Sadya conversations on Facebook Community.

This makes Paragon a participant in the Onam conversation, rather than simply a brand advertising during Onam.

Platforms: Instagram | Facebook | Pinterest | Reddit | Quora
Community: Facebook Community



WEEK 3 | THE HOMECOMING

The thought: Some Kerala trips come with a Paragon stop on the itinerary.

For Malayalis living away from Kerala, coming home is an emotional experience, and Paragon is often part of that feeling.

This week shifts from legacy to longing, speaking directly to those who are away from home. From the Malayali returning from Bengaluru or Dubai to someone planning their Kerala trip around their favourite food, we show how Paragon becomes a ritual of coming home.

The idea also extends to the simple truth that for many Malayalis, a trip to Kerala doesn't quite feel complete without Paragon.

And for those who cannot come home, Paragon becomes a way of finding a little piece of Kerala wherever they are.

Platforms: Instagram | Facebook | Pinterest | Reddit | Quora

A portrait of Sumesh Govind, a man with a grey beard and mustache, wearing a blue polo shirt with a 'MO Mallo Originals' logo. He is standing in front of a red wall with a wooden table and various items in the background.

SUMESH GOVIND

WEEK 4 | THE PEOPLE BEHIND THE TASTE

The thought: What makes a place feel like home? The people.

After spending three weeks establishing what Paragon means to people, we turn the camera around and introduce the people who make that experience possible.

This week brings the restaurant to life through the people behind it, the chefs, kitchen teams, service staff, founders and everyone who contributes to the Paragon experience.

Content can include:

Chef Stories — The craft, techniques and stories behind the food.

Founder Stories — The journey, vision and evolution of Paragon.

Paragon People — The personalities and everyday stories behind the restaurant.

Behind the Plate — What goes into creating the dishes people have grown to love.

This creates a human ending to the month and reinforces the larger thought:

Home isn't just a place. It's the people, memories and traditions that make you feel like you belong.

Platforms: Instagram | Facebook | Pinterest | Reddit | Quora

THE STRATEGIC FLOW

The month essentially tells one story:

WEEK 1 — WE REMEMBER

Paragon has been part of our lives.

WEEK 2 — WE CRAVE

Some tastes remain irresistible, even during our biggest celebrations.

WEEK 3 — WE RETURN

When we come home, Paragon is part of the journey.

WEEK 4 — WE DISCOVER

And behind this feeling of home are the people who make Paragon what it is.
By the end of the month, the audience should feel:

THE RESULT OF OUR STRATEGY

Paragon isn't just a restaurant we visit.
It's a place that has been part of who we are.
That is the heart of The Taste of Home.

KEY PERFORMANCE INDICATORS

The 5 KPIs To Prioritise

1. Reach

Build widespread awareness among Malayalis across Kerala and key diaspora markets.

2. Engagement Rate

Measure how strongly the cultural and emotional content resonates.

3. Shares & Saves

A particularly important metric for “The Taste of Home” because relatable content should be worth passing on.

4. Community Conversations

Track comments, customer stories, UGC, mentions and participation around Paragon memories and Kerala food culture.

5. Video Watch Time

Especially important for the YouTube-led storytelling in Week 1 and the people-led content throughout the campaign.

A close-up photograph of a plate of food, likely a salad or a dish with vegetables and protein, featuring yellow and green components. The image is dimly lit, and the text 'THANK YOU' is overlaid in a bold, orange font. The text is centered horizontally and vertically, with a slight shadow effect.

THANK YOU