

MCCALL & ALMY: PROMOTIONAL MATERIALS

McCall & Almy sent a bottle of maple syrup packaged in our branding as a way to market our firm and introduce our Vice President of Project Management, Zac Sargent, to potential clients. Our idea was inspired after a conversation with Zac about his family's maple syrup farm in Vermont.

Zac and his family have farmed pure maple syrup in Morrisville, Vermont since 1970 under the name Elmore Mountain Sap Works. Our team packaged Zac's family syrup and sent it to clients and prospective clients. We felt it was a unique marketing touch piece to introduce Zac and his delicious hobby.

What made our promotion extraordinary was being in New England, real maple syrup is kind of a big thing. Vermont (where the syrup is farmed) is the leading producer of maple syrup, generating over 40 percent of the country's maple syrup. We packaged and sent the syrup promotion during the height of the maple syrup sugaring season. In addition, we included a notecard with a photo of Zac working at his family's syrup business handling the boiling part of the production process.

The gift was meaningful because the Sargent family doesn't sell the syrup commercially and only creates a small batch each year for family and friends. This year marked the 50th batch made since they purchased the farm in 1970. The syrup tastes different each year based on the changes in the seasonal climate – meaning the amount of rain, the temperatures, and the type of trees tapped.

We packaged the syrup in a distinctive maple leaf-shaped glass bottle. We placed the bottle in a brown box with a McCall & Almy belly band and a notecard attached that said, "As Vice President of Project Management, Zac oversees all aspects of a client's construction project starting with the design development through construction administration to the project closeout. He guides clients through the entire process creating site-specific planning strategies while directly managing design teams, general contractors, subcontractors, and owner vendors on clients' behalf. Zac is an avid maple syrup aficionado in his spare time, and we would like to share his delicious hobby with you. – Cheers, Your friends at McCall & Almy."

Many of the McCall & Almy team were involved in the efforts from collecting, bottling, and packaging, including the chef fiancé of an employee. He handled the bottling process to make sure our gift was canned and appropriately sterilized.

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