

A CLIENT STORY

Everyone knows camp directors don't hibernate over winter, they strategize.

“During February, I was conceptualizing something new for our camp stores and I also was on the lookout for a meaningful staff recognition gift.”

Fast forward to the end of summer, and Janet DePetrillo, Director of Outdoor Programs of The Girl Scouts of Western New York, had created such a successful Retail Camp Store offering, she saw parents posting about it on social media.

Janet DePetrillo Director of Outdoor Programs for the Girl Scouts of Western New York.

Janet knew that they were in need of a new refillable water bottle because the previous vendor's “leak-proof” product turned out to have quality issues. And one of the Directors, a teacher during the school year, told Janet to search for a completely personalized bottle at the upcoming camp show. She said this was the company to talk to because she saw her students carry their bottles daily to class after participating in the nationally recognized Girls on the Run program. Aquavation not only had a unique product, but has built an entire process dedicated to meeting camp season deadlines, and an unheard of minimum order quantity of one (instead of the 100 commonly required by other vendors).



Briget Grbic

VP, Americas Head of Relationship Management - East
4 mins

Excited to have not one but two [Aquavation](#)® bottles in our possession now! Thanks [Sarah Plasky-Sachdev](#) and [Girl Scouts of Western New York](#)



Among Janet's duties, she is the Chief of 2 resident camps and a day camp. “The bottle is an optimal gift for staff, because we customize it with their 'camp name' and order only what we need. They use it the whole summer.” There is a store at each camp where proceeds benefit the camps and their families.

“Turns out, we created a custom camp store offering and it became a huge hit.”

Working with Aquavation, GSWNY had a new camp store offering that maximized the desire to provide a new, exciting product for the stores, allowed customization of bottle by camp, and unique personalization by camper. The program also made available a truly leak-proof, quality product that not one parent, camper, or staffer complained about all season.

THE MARKETING CAMPAIGN IS BUILT IN

“When a girl buys bottle, she immediately writes her name on it. “And when she leaves it at the campfire, we can return it to her because we know it is hers.” Then she goes home and uses it at other camps, at friend’s homes, and at school and “we have an awesome marketing tool out there for our camp that pulls girls in.””

Our idea to put motivational sayings with relevant photos showing girls engaged in different activities was one thing, but we wanted the photos to be of from each specific camp. Then, we wanted the campers to be able to personalize their own bottle. “The flexibility of the Aquavation team was truly amazing, they said, “we will make it work.”” Janet had specific delivery date requirements that the Aquavation team managed very effectively. “Working with the team was easy. They worked with us to meet our needs.” It was a bonus for Janet that Aquavation has a female CEO who started the company herself. “I could not imagine a better way to promote women entrepreneurship to an organization of girls.”

“My girls were so excited to receive personalized Aquavation water bottles at their Girl Scout camp this year. They’ve carried them everywhere since and they have held up great!”

Brigit Grbic Troop 60013, East Rochester NY

Janet found, in the Aquavation bottle, a product that met her guidelines for budget, delighted her staff, her campers and their parents, promoted her camps, hydration and female entrepreneurship, and a partnership for potential future programs. Right now, she is thinking about using the bottles as a retention program for 2019 Registration, and she has other innovative ideas up her sleeve as well.

