**UNICEF Guerrilla Marketing Strategy (Bootstrapping Strategy)**

More than 4000 children die every day from diseases caused by unsafe drinking water. Worldwide, approximately 780 million people lack access to clean water, and yet many people are unaware of the scale of this crisis.

UNICEF wanted to change that. In 2009, they partnered with Latinx ad agency Casanova Pendrill/McCann to create a guerrilla marketing stunt that garnered global media attention: Dirty Water vending machines.

Vending machines placed in New York’s Union Square offered a selection of eight water “flavors:” cholera, malaria, typhoid, dysentery, dengue, hepatitis, salmonella and yellow fever (all diseases that plague communities without clean drinking water). For a $1 donation to UNICEF’s cause, New Yorkers received a nasty bottle of brown water with unidentifiable particles floating in it, as well as some important facts about the water crisis. Their $1 donation, they were informed, could provide a child with clean drinking water for 40 days.

The campaign reached about 7,500 people in New York, and millions more through media coverage of the even.

* + - 1. Based upon the guerrilla marketing strategy, how did UNICEF get its target audience attention?

1. What was the citizen key benefit of the UNICEF marketing campaign (its unique selling point USP)?