Los Angeles Wildfires

Campaign: “LA is in this together”

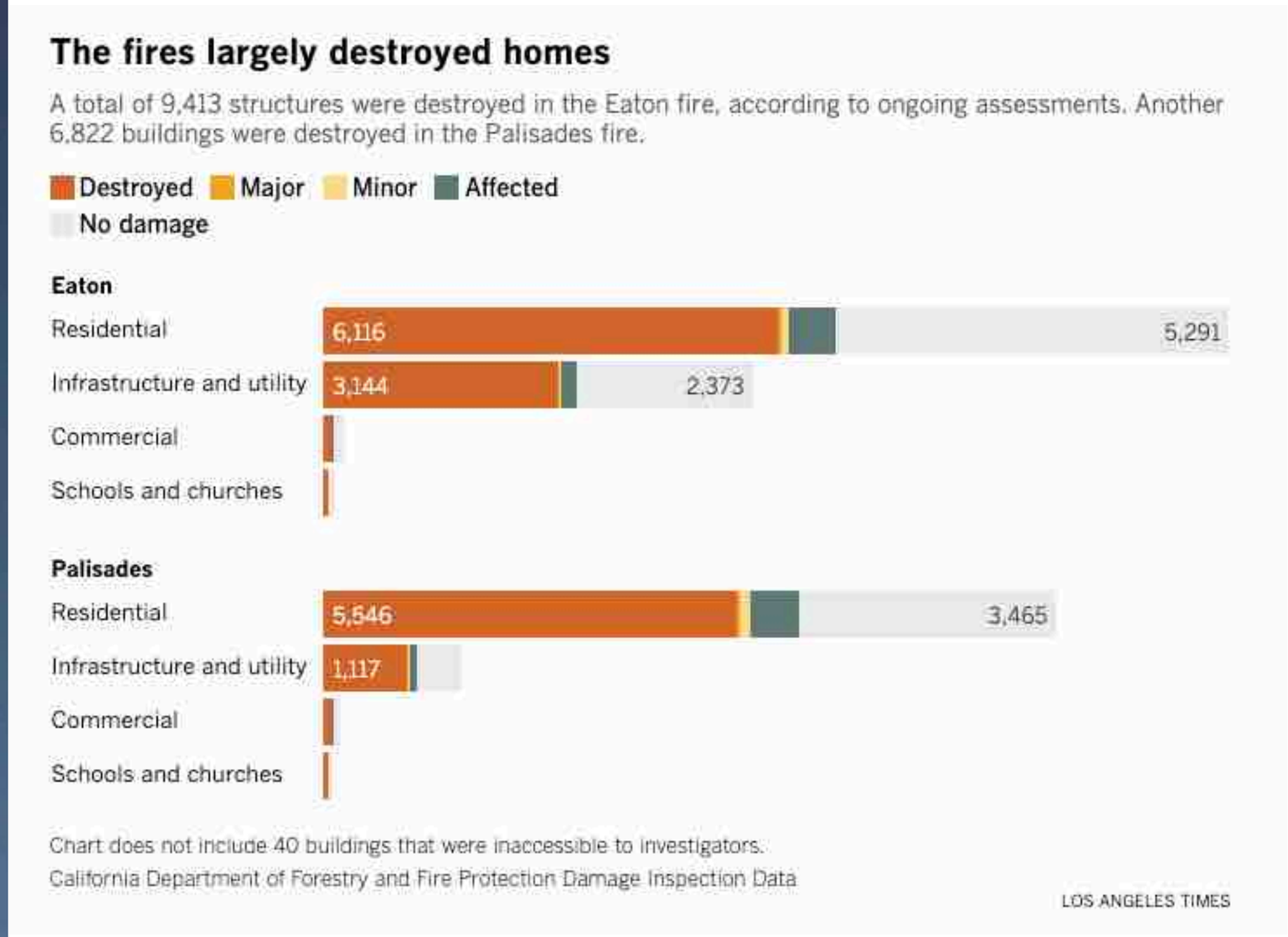
Created and presented by Arielle Valera

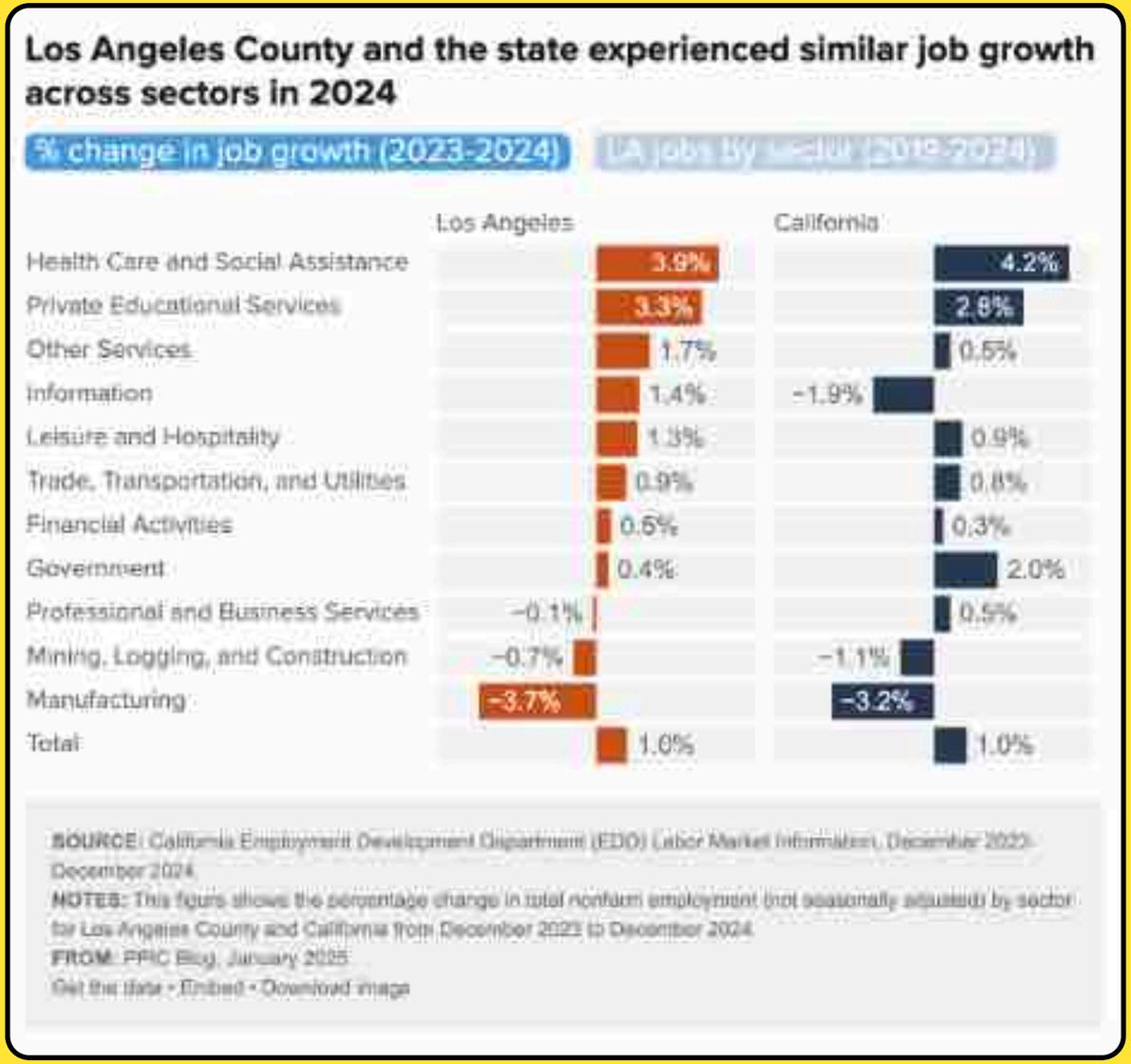
Situation Overview

Early in the year, Los Angeles County suffered from the Palisades and Altadena fires. These fires have caused huge destruction on the land, people's homes, and infrastructures in those areas, resulting in billions of dollars to be lost.

Many people have been affected by these fires, including companies and small businesses.

"A 0.48% decline in county-level GDP for 2025, amounting to approximately $4.6 billion."
- Zhiyun Li, William Yu UCLA





LA's Economic Impact Prior to Fires

It's well known that Los Angeles is home to many industries. The county is globally known to be the entertainment capital of the country. LA also houses one of the busiest ports and has tons of tourist attractions throughout the county.

Los Angeles has a large demographic of different people and it always has a lot of people coming into the city. It is known to grow industries fast and provides numerous opportunities in various industries such as fashion, tourism, technology, entertainment, and many more



LA's Current Economic Impact After Fires

- Total property and capital losses could range between $95 billion and $164 billion, with insured losses estimated at $75 billion.
- A 0.48% decline in county-level GDP for 2025, amounting to approximately $4.6 billion.
- A total wage loss of $297 million for local businesses and employees in the affected areas.
- Without substantial and effective wildfire mitigation efforts and investments, Californians will face increasingly higher insurance premiums and growing health risks from wildfire-related pollution.
- All wildfire mitigation investments will be justified, considering the astronomical costs associated with wildfires.

(Li and Yu UCLA)

LA's Expected Economic Impact After Fires

- "Federal, state and local governments are estimated to miss out on up to $1.4 billion in tax revenue from 2025 to 2029, depending on how long it takes to rebuild" (McDonald 2025)

- "Employment losses in Los Angeles County could reach up to 49,110 job-years (which refers to a person working full time for a year) based on recovery time, with labor losses ranging from $1.9 billion to $3.7 billion" (McDonald 2025)

- "Property damage, which was analyzed by counting 20,218 land parcels within the burn areas, could range from $28 billion to $53.8 billion based on how long recovery lasts, the study said" (McDonald 2025)

Implications for Key Stakeholders

Residents of LA

- This group can be families and employees of small businesses
- Expect higher pricing from small businesses in LA
- Cuts from jobs

Small Businesses in LA

- Employees will expect to be laid off of their jobs
- Small businesses would have to invest rebuilding what had been destroyed
- Small businesses must adapt to having e-commerce/business alternatives to keep it running





Business Goals

Increase investment in affected retail corridors

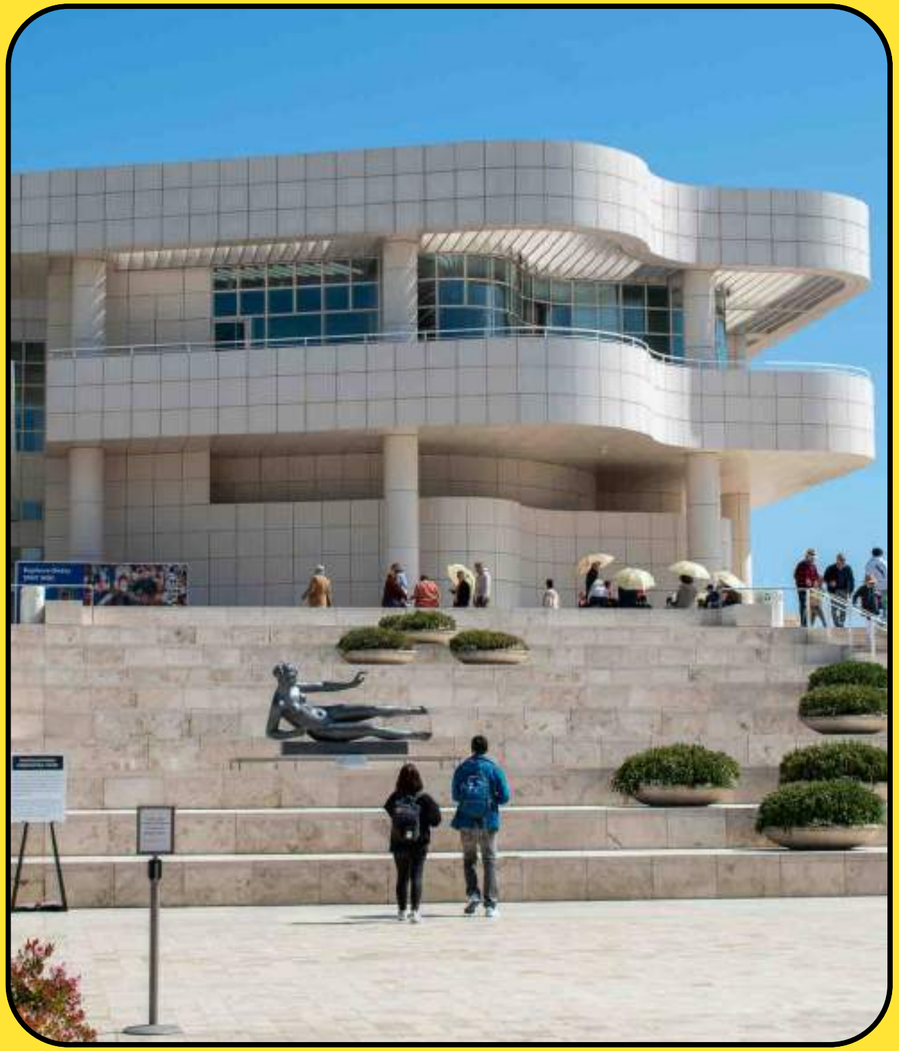
Encourage and gain support from LA residents and tourists



Communication Objectives

- By the end of August, have an increase in articles and news coverage about tourism, travel, and consumerism by 20% throughout the Los Angeles area
- Have a 15% increase in reviews and social media posts about local LA businesses and helping them through the “LA is in this together” campaign by the end of August
- Increase positive sentiment and buzz towards local businesses in LA on social media by 5% by the end of August





Target Audiences for “LA is in this together„ Campaign

LA Residents

- Ages roughly 60-75
- LA residents who were not completely affected by the fires, but would love to help the people who were affected
- Philanthropists and are in retirement

College Students/Gen Z

- Ages roughly 18-25
- Students who go to schools in Los Angeles County (such as USC, UCLA, CSULA, CSULB, CalTech)
- Enjoys trying out new “hidden” places in LA
- Love to shop from small businesses

Tourists

- Ages 30-50
- Enjoys traveling and going to well known places/landmarks
- Is open to trying new things from place that they’re visiting

Key Messages

LA Residents

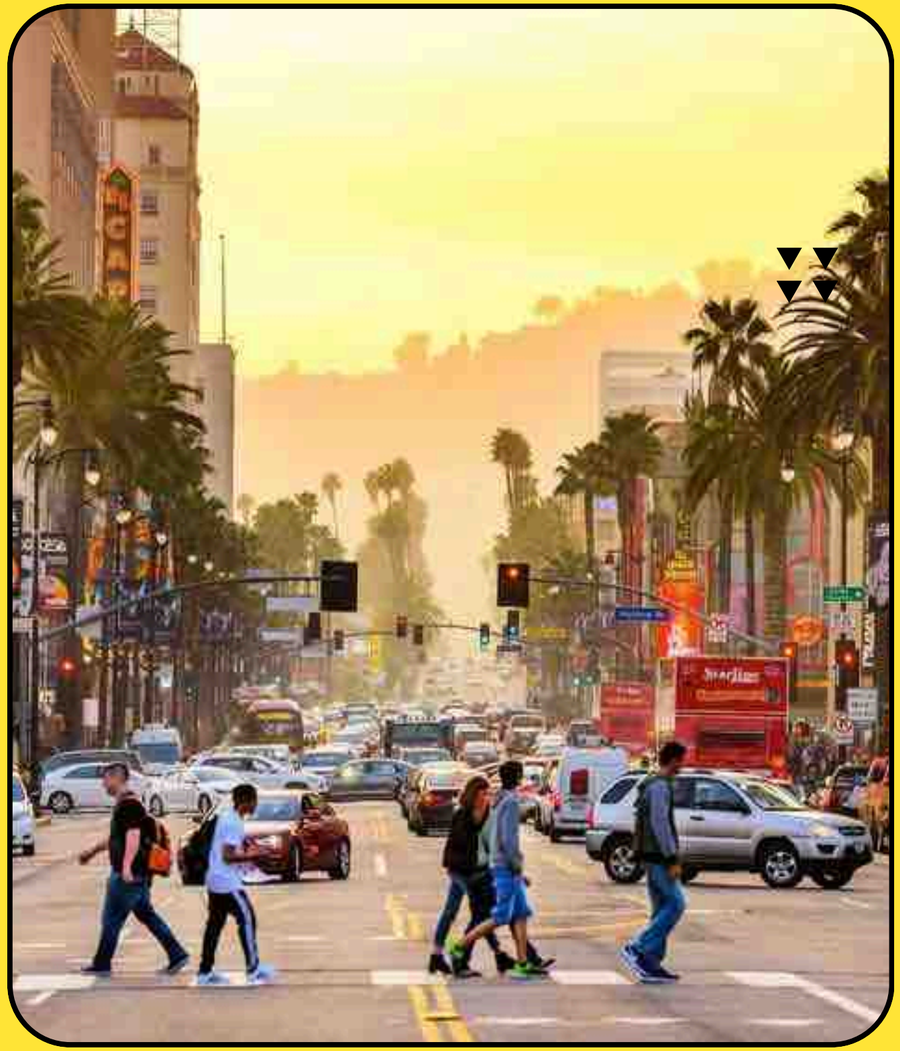
“We are in this together. Share your support to the county you love. Donate to Los Angeles County Economic Development Corporation to help small businesses who were affected by the fires in the LA County”

College Students/Gen Z

“We are here to shape the future and help others. Shop local and small businesses across LA county. Who knows, maybe you’ll find a hidden gem with your friends.”

Tourists

“We take pride in our numerous LA attractions and landmarks, but we also take pride in our culture and drive for success. Visit small and local businesses to experience what Los Angeles is really about”



Tactics

Paid

- Billboards
  - put around LA freeways and bus stops
  - billboards will be about helping each other rebuild the county that they grew to love
  - reaches people traveling to school, work, or desired location

- Sponsored social media posts
  - Shown on social media platforms such as Instagram, FaceBook, and TikTok
  - promotes campaign of helping out small and local businesses in LA
  - reaches audiences who regularly use social media

- TV/Streaming commercials
  - commercial that shows the damages that have been done and then shows the solution on how to help families and small businesses: buying from small businesses
  - reaches out to people who frequently watch tv shows and live television on their smart devices or cables
  -
- Street “Graffiti”
  - Simple campaign slogan/name (ex: LA is in this together) QR code/website url placed on sidewalks
  - for tourists visiting Los Angeles and walking on the street
  - for college students walking to their campus

Earned

- Press Releases
  - press releases that give information about what the LA County Economic Development Corporation is doing to help the small and local businesses that have been affected by the Palisades and Altadena fires
  - lists small/local shops that people can support and buy from

- Influencers/Bloggers
  - Well known influencers and bloggers who are based in the LA county can mention LA County Economic Development Corporations efforts to drive more people into shopping locally
  - lists small/local shops that people can support and buy from

Shared

- Organic social media videos/posts of locals buying from small/local businesses
  - Giving reviews about the food/things they bought
  - reaches “foodies”, college students, Gen Z, and tourists who like to try new places for food and goods

Tactics



Owned

- Videos/Blog Articles
  - showcases different small and local businesses who have been affected by the fires
  - helps show a more humanistic and personal message from the small business owners to consumers

Sources

- Adarkar, A., Gjika, T., Law, J., Ward, T., Woetzel, L., & Wong, Y. (2023, December 19). Rewriting the script: LA's opportunity for inclusive economic growth. McKinsey & Company. https://www.mckinsey.com/industries/public-sector/our-insights/rewriting-the-script-las-opportunity-for-inclusive-economic-growth

- Economic impact of the Los Angeles wildfires. (2025, February 13). https://www.preventionweb.net/news/economic-impact-los-angeles-wildfires#:~:text=In%20summary%2C%20the%20total%20property,losses%20estimated%20at%20%2475%20billion.

- Greene, S., Kambhampati, S., Shalby, C., & Haggerty, N. (2025, January 28). Mapping the damage in Los Angeles from the Eaton and Palisades fires - Los Angeles Times. Los Angeles Times. https://www.latimes.com/california/story/2025-01-16/mapping-los-angeles-damage-from-the-eaton-and-palisades-fires-altadena-pasadena#:~:text=Since%20Los%20Angeles'%20unprecedented%20January,more%20than%20two%20dozen%20people.

- Los Angeles County Economic Development Corporation. (2025). Thrive in LA. laedc.org. https://laedc.org/thrive-in-la/#:~:text=Los%20Angeles%20County%20is%20one,hikeable%20mountains%20and%20sunny%20beaches.

- McDonald, S. (2025, February 28). Report estimates up to $8.9 billion in lost economic output from Palisades, Eaton fires - Los Angeles Times. Los Angeles Times. https://www.latimes.com/business/story/2025-02-27/laedc-estimates-up-to-8-9-billion-in-lost-economic-output-from-palisades-eaton-fires#:~:text=Los%20Angeles%20County%20could%20lose,Corp.%20study%20released%20Thursday%20predicts.

- Some Strength, Some Setbacks in the Los Angeles Labor Market. (2025, January 30). Public Policy Institute of California. https://www.ppic.org/blog/some-strength-some-setbacks-in-the-los-angeles-labor-market/