

# Navigating the LA fires

## How advertisers can rise to the challenge

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### 1 WHAT'S HAPPENING?

At this writing, 26 people have died, 40,000 acres have burned and 150,000 people forced to evacuate in the largest wildfire in California history, with an estimated \$135 billion to \$150 billion in damage and lost revenue. These numbers may be much higher by the time you read this.

### 2 WHAT'S IT MEAN?

If you're running media in LA vicinity right now, stop—**unless** your ad directly addresses how your brand is stepping up to help (hospitality brands, we're looking at you to support displaced communities). Boo Skims for [promoting a winter sale](#) in the face of a massive natural disaster.



### 3 HOW WILL THIS AFFECT ADVERTISERS?

Cheer Airbnb for its [program](#) to offer free housing for evacuees—this is how it's done (just keep a close eye on your social channels and anyone who's representing you locally, as [price gouging](#) is a sore spot).

As with the Maui fires, travel and hospitality will be down... but this is a time to dial it up, not down. Tourist dollars are needed now more than ever.

If you are a brand that feels passionately about the situation at hand, your ability to spend is a powerful tool: use it to throw vocal weight to demonstrate that you are a supporter and call for change. This is a chance to show support and earn loyalty in the nation's second largest media market in a time of crisis.

### 4 WHAT'S THE BIGGER PICTURE?

This will be a field day for lawmakers and the punditocracy. Climate change and insurance company policies are already trending topics, as are criticisms of local, state, and federal authorities. You may be facing pressure to choose sides in the brewing debate... or to be silent. Our advice: put the needs of your audience first and be an advocate for what matters most to them.

### 5 WHAT'S OUR READ?

Sources:

[EPA](#)

[Campaign US](#)

[Ad Age](#)

A single line in a banner ad can potentially risk alienating a significant portion of the audience.

Long-term, the California wildfires are more than a wake-up call—they're a warning shot for our future in media, highlighting the importance of proactive measures. AI can forecast weather disruptions, allowing us to pause media campaigns before they appear insensitive. Let's act in advance, not after the fact.



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On a scale from 1 (just wait) to 10 (too late), how fast should you move on this?