

TESTIMONIAL LA Fire Department



Within the first 2 weeks registrations started coming in.

We are monitoring our progress and the campaign seems to be reaching our target audience. The first 3 months of open filing, more than 2500 people have registered and the makeup of the group is diverse in ethnicity and gender.

Alicia Welch

Battalion Chief - Los Angeles Fire Department Training and Support Bureau Firefighter Recruitment Section.

Audience

Adults 18+

Media Mix

Billboards and Bus Media

Market

Los Angeles

Objective

The Los Angeles Fire Department wanted to make a mark and spark the interest of young Angelinos.

Rationale

Unique and engaging creative on billboards and bus media was strategically placed around the streets of Los Angeles County.