

WAYFAIR PRESENTS

Change Starts at Home

FEATURING KELLY CLARKSON



Big Idea

Change starts at home, with Wayfair featuring Kelly Clarkson.

Following back-to-back hurricanes, many homes in the city of Lake Charles, Louisiana were left badly damaged or completely destroyed. Wayfair and Kelly Clarkson teamed up to help the deserving Gomez and Bergeron families by making repairs, bringing in new furniture and appliances, and adding a few personal touches to help them rebuild their lives at home. While the city is still recovering, we are so grateful to share the stories of these amazing families and the homes they love.

Execution

To do this, a small team headed down to Louisiana to get a glimpse into the real lives of these families and make these life-changing renovations happen. In partnership with Inspire Communities, we were able to complete these renovations and help rebuild these two very deserving families. We filmed these videos with the intent of bringing awareness to the devastation that the community of Lake Charles endured after the hurricanes.