

Campaign report: Where independence meets collaboration

Self-reliance is an admirable trait. But when it comes to fending off a labor union's advance, sometimes asking for help can be the clearest path to an election win. A case in point: an energy technologies company had handled campaigns for many decades on its own through the work of a small, internal labor response team. However, when a labor union sought to organize workers in a specific division of the company—one that consisted of 150 employees spread across the United States in very small groups—the company knew it was going to need serious communications help. And that's when it called in People Results.

People Results' communications strategy was clear: to reach as many employees in the field as possible. Given the geography involved, People Results employed a variety of formats and methods, from in-person leadership meetings to online discussions with the CEO to graphically engaging flyers, texts, and video messaging, which all centered around a custom campaign website. Throughout the campaign, People Results remained alert to changes in employee attention, shifting strategies, and formats to keep employees actively connected to the company's talking points. In many cases, this kind of responsiveness required quick action from the People Results team and from company management. But this agility would prove powerful, resulting in a great win for the client.



ISSUE

- With limited manpower and a deeply scattered voting unit, an energy technologies company recognized the need for campaign communication strategy and support
- As the campaign wore on, the company understood the need to vary its communication methods to discourage campaign fatigue and maintain employee engagement



ACTION

- Organized in-person, direct, leader-led meetings to reach employees, no matter their location
- Coordinated an online meeting between the CEO and employee leads to discuss key employee concerns
- Crafted a custom campaign website that served as a central hub for all of the company's campaign communications
- Developed infographic print communications to support company messaging and inform employees about unions
- Launched a texting campaign to convey further messaging and drive employees to the campaign website
- Produced a persuasive custom campaign video, centered around a news article that published late in the campaign



RESULT

- The in-person NLRB election had a 95 percent voter turnout and resulted in a win for the company (99 to 22)
- The client emphasized that, as good as their in-house team was, they could not have produced the communications materials as quickly, nor as well, as People Results did

