



EccaNova



GEO-FENCING AIRPORT WORKERS AT WORK + IN TRANSIT

**Targeted commute routes produced 351 opt-ins (+75.5%
over goal) to support successful labor negotiations**

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CASE STUDIES



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1. THE MOMENT

The Service Employees International Union (SEIU) was actively negotiating with major airlines servicing LaGuardia, JFK, and Newark airports to secure family-sustaining wages and fair benefits for SEIU union employees.



2. THE GOAL

Generate 200 email opt-ins from airport employees to strengthen SEIU's position at the negotiating table by informing and mobilizing the workers most directly impacted.

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3. WHAT WE DID

PRECISION TARGETING THROUGH GEO-FENCING

We targeted airport employees using geo-fencing technology, setting digital boundaries around airport campuses and identifying individuals who spent 6+ hours per day at these locations at least 10 times within a month.



We expanded reach by targeting transit routes to and from the airports, delivering ads during peak commuting windows—two hours before and after shift changes. By matching users across devices, we maintained consistent exposure on mobile, desktop, and tablet, ensuring coverage at work, at home, and in transit across the NYC metro area.

CONTEXTUAL TARGETING TO CAPTURE INTENT

We built contextual models to reach individuals actively engaging with content related to labor, wages, and airport operations. This allowed us to connect with high-intent audiences without relying on third-party tracking, reinforcing reach with privacy-forward methods.

ONGOING DATA OPTIMIZATION

We continuously refined targeting based on live campaign data, re-engaging users across devices and improving efficiency over time.



COMPELLING CREATIVE THAT CAPTURED INTENT

We used concise, emotionally resonant language designed for immediate clarity and buy-in. The message “Airport Workers Need a Raise” and “Tell United to Hear Our Voices” gave employees a clear, unifying call to action they could immediately stand behind. This message was anchored by an image of workers marching at a rally to visually reinforce the scale, urgency, and collective power behind the campaign.

To reinforce recognition and build trust, the ad featured purple and yellow to match the established branding of the Service Employees International Union. The “Find out more” button directed workers to a landing page where they could immediately take the next step by completing an opt-in form.





4. RESULTS

EXCEEDED GOAL BY 75.5%

We generated 351 opt-ins against a goal of 200, directly engaging airport employees across all three targeted locations.

SUPPORTED SUCCESSFUL NEGOTIATIONS

The resulting pool of engaged workers strengthened SEIU's negotiating position, contributing to successful outcomes that secured livable wages and fair benefits.

**OUR CAMPAIGNS DON'T JUST REACH PEOPLE.
THEY MOVE THEM TO ACT.**

**We connect the right message to the right audience
with the right creative, building genuine momentum
and driving people to take action**

