

Case study: “Quest Nutrition Announces Partnership with USA Rugby National Teams”

Summary

In the PR Newswire, Quest Nutrition is announcing a partnership with USA Rugby as their “official protein snack partner”

(<https://www.prnewswire.com/news-releases/quest-nutrition-announces-partnership-with-usa-rugby-national-teams-302316767.html>) . The partnership will promote Quest Nutrition products like protein bar and protein shakes for the athletes that compete on the USA Rugby team. Quest Nutrition acknowledges that their snacks will help the athletes with their demanding and tough practices. USA Rugby confirms the excitement of this partnership and explains they enjoy Quest snacks.

Stakeholders

- Quest Nutrition
- Men's USA Rugby National team
- Women's USA Rugby National team
- Headquarters of USA Rugby
- Simply Good Foods Company

Connection to Sports PR

This is related to Sports PR in terms of sponsorship. In class we learned about the term “in kind”. This specific term is about the products. In this case, Quest is offering their products to promote and help the USA Rugby National teams. Quest is promoting their product to the public through the exposure of the USA Rugby National team. In class we also learned about the term “sports product”. Quest nutrition will be used by the athletes but it can also be used by spectators who watch the sport. Quest Nutrition includes a multitude of different snacking products for everyone to enjoy.

Importance

The importance of this partnership is to promote both Quest Nutrition and their products, while also promoting USA Rugby. Quest Nutrition is promoting their product through USA Rugby. Quest Nutrition is also helping USA Rugby by providing them snacks to help energy levels throughout and after training sessions.

Recommendations

The main recommendation I have is using a spokesperson for the partnership. Ilona Maher is on the Women’s USA Rugby National team and competed in the Olympics this past year. She is also on the famous tv show “Dancing with the Stars”. She also has a large following on social media. Through her positive exposure on social media, I think having her promote Quest Nutrition would be amazing and help promote both Quest Nutrition and USA Rugby.

Citations

Simply Good Foods USA, Inc. "Quest Nutrition Announces Partnership with USA Rugby National Teams." *PR Newswire: Press Release Distribution, Targeting, Monitoring and Marketing*, Cision PR Newswire, 26 Nov. 2024, www.prnewswire.com/news-releases/quest-nutrition-announces-partnership-with-usa-rugby-national-teams-302316767.html.