

## Case Study: “Jason Kelce announces Kingsford’s search for ‘King of the Tailgate’”.

### Summary

In this event, Kingsford, a company that focuses on selling charcoal, created a competition in the US to find the “King of the Tailgate”. Jason Kelce, a retired NFL player already claimed “himself the King of the grill”

(<https://www.prnewswire.com/news-releases/jason-kelce-announces-kingsfords-search-for-king-of-the-tailgate-302294184.html>) . Jason Kelce and the Kingsford’s company have teamed up and have challenged sports fans who want to be known to have best grilling skills at tailgates. The competition/event starts now and ends November 21st and fans can enter the contest via social media platforms like instagram. The winner of the competition/ event will win 2 tickets to the 49ers game on December 30th and get to meet Jason Kelce himself. 5 additional winners will win grilling products from Kingsford.

### Stakeholders

- Jason Kelce
- Kingsford
- NFL
- 49ers
- Fans of Jason Kelce
- Fans of tailgating
- College football
- Fans of Kingsford products
- Areas for tailgating
- Stadiums
- Fans who love to grill

### Connections to Sports PR

The news was released in a PR newswire article. The news was also released on Kingsford’s Instagram with instructions on how to enter the competition. 1) Follow Kingsford’s Instagram account. 2) Post a photo or video to represent the best grilling skills and caption it using “#KingfordsTailgateSweepstakes”.( [www.instagram.com/kingsford/](https://www.instagram.com/kingsford/))

In connection with sports PR, it includes a great public audience. It segments the target market for those who love to grill and who love football, but allows anyone who wants to participate. The competition/event keeps sports fans engaged with tailgating football games and all the events tailgating

has to offer like grilling food. Jason Kelce is a huge celebrity who has a great following on social media and with his podcast so this relates to sports PR because of the help and promotion from a famous athlete. The competition also has great incentives for participants to participate, especially sports fans who want to meet Jason Kelce.

### **Importance**

The importance of this campaign is to promote Kingsford products. Through the help from sports fans, the event is a competition that invites people to compete and engage in the grilling game. Kingsford saw an opportunity to have Jason Kelce as the face of the competition to create awareness of the competition and invite fans to have a chance to win tickets, win grilling products and to meet Jason Kelce. Fans of football have passion for grilling and tailgating so this competition does a great job of providing incentives and keeping fans engaged.

### **Recommendations**

If I could recommend one thing, I would recommend that there would be promotions for this event on TV. If there were advertisements during commercial breaks on TV targeting college football and NFL games, I think the campaign would be more successful. The advertisements were great on the instagram posts but if it were promoted on TV, it would promote more to the target market for everyone to participate and bring awareness to the competition as a whole.

## Citations

Charcoal, Kingsford. "Jason Kelce Announces Kingsford's Search for 'King of the Tailgate.'" *PR Newswire: Press Release Distribution, Targeting, Monitoring and Marketing*, 1 Nov. 2024, [www.prnewswire.com/news-releases/jason-kelce-announces-kingsfords-search-for-king-of-the-tailgate-302294184.html](http://www.prnewswire.com/news-releases/jason-kelce-announces-kingsfords-search-for-king-of-the-tailgate-302294184.html).

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