

Abstract

- Title:** Image of the brand adidas Originals
- Objectives:** The objective of this thesis is to identify the image of the adidas Originals brand of the two facebook groups: Asociace studentů FTVS and Streetchange. The aim is to find out and compare the image between these two groups and to create complex image and suggest advices to improve adidas Originals brand image.
- Methods:** For the analysis of the adidas Originals brand image, a quantitative marketing research was used, specifically electronic questionnaire.
- Results:** The results of marketing research of the image of adidas Originals proved that both groups connect the brand especially with positive attributes, such as style, uniqueness and quality. The main difference between these two groups is ability to connect any musician with the adidas Originals brand. This knowledge influences the brand image very much. The results show that many respondents mix up adidas Originals and adidas Performance. Interviewees often assign sports such as football, tennis or running to this brand and they also mix up logos of these two brands. The suggestion for improving image of the brand is mainly focused on events promotion.
- Keywords:** Brand, brand image, adidas Originals, questionnaire, marketing research