

# **Abstract**

## **Name:**

Radegast Index Marketing Strategy

## **Objectives:**

This diploma thesis deals with the research of the Radegast Index project, which is for the fifth-year official statistics of the highest Czech ice hockey competition. The work was complemented by expert studies on the subject. The task of the work was to find out the awareness of the Radegast Index project and its connection to hockey. Consequently, design a marketing strategy that resulted from the results of questionnaires, interviews and SWOT analysis.

## **Methods:**

Research of the Radegast Index project was conducted through electronic questionnaire. Other research methods were a semi-structured interview with a Radegast brewery specialist and a SWOT analysis of the project.

## **Results:**

The result of this diploma thesis is a proposal of a marketing strategy, which is designed to raise awareness of the connection of the brand Radegast with extraleague hockey and the Radegast Index project. This strategy, which contains two different financially demanding directions, is designed to match the results of marketing research. In which we have found a strong knowledge of the project among hockey fans, but outside of this community, project awareness is very low. Both draft strategies are therefore designed to address the target segment outside the ice hockey stadiums but are closely intertwined with hockey.

## **Keywords:**

Hockey, Radegast, marketing strategy, SWOT analysis