

## **Abstract**

**Title:** Marketing research of RunCzech brand image

**Objectives:** The aim of this work is to analyze through research the image of brand RunCzech on Czech market and to compare it with brand identity. Results will provide suggestions for improvement RunCzech brand image.

**Methods:** This bachelor thesis uses the method of interview and the method of electronic questioning. The method of interview was used during the meeting with marketing director of RunCzech brand. The data acquired from the interview helped to identify the identity of the brand and the information about desired image on the market. The method of electronic questioning will be used for analysing current image of brand RunCzech and I will compare the results with brand's identity.

**Results:** The results of research show that the brand has very positive image. Its personality had the greatest results, brand was described with many excellent traits. Brand was perceived as successful, high-quality, modern, popular and innovative. Brand's service (organising long-distance races) is also very well perceived. In the process of analysing the image of brand's symbol I discovered disagreement with the phrase of its slogan. Respondents desire slogan in Czech language and they don't agree with the meaning of the phrase.

**Keywords:** brand identity, brand image, marketing research, RunCzech

