

CHARLES UNIVERSITY
Faculty of Physical Education and Sport

**Marketing communication of running project - Sokolský běh
republiky**

Bachelor thesis

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Prague, July 2020

I declare that I wrote this bachelor's dissertation independently and that I have stated all the literature and information sources, that have been used for this thesis. Neither this thesis nor any substantial part of it have been submitted for the acquisition of another or the same academic degree.

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Abstrakt

Název: Marketingová komunikace běžeckého projektu – Sokolský běh republiky

Cíl práce: Analýza a zhodnocení marketingové komunikace Sokolského běhu republiky v sezóně 2019, což byla premiérová sezóna této běžecké události.

Použité metody výzkumu: Pro naplnění cílů této bakalářské práce byly použity kvalitativní metody výzkumu. První výzkumnou metodou byl polostrukturovaný rozhovor s tiskovým mluvčím závodu. Další metodou bylo zúčastněné pozorování a čerpání dat ze sekundárních zdrojů. Výzkum byl doplněn o výsledky z elektronického dotazníkového šetření. Dotazník byl vytvořen skrz platformu vyplnto.cz a distribuován do Facebookových běžeckých skupin. Respondenti vyplňovali dotazník zcela anonymně a dobrovolně.

Výsledky: Výsledky práce ukázaly kvalitu marketingové komunikace běžecké události – Sokolského běhu republiky na základě teoretických poznatků. Zhodnotil se také názor veřejnosti na dosavadní marketingovou komunikaci a zjišťovalo se povědomí lidí o tomto závodu. V závěre pak kromě zhodnocení premiérové sezóny byly předneseny i případné doporučení pro komunikaci v následujících sezónách.

Klíčová slova: marketing, komunikační mix, analýza, strategie, premiérová sezóna, běžecká událost

Abstract

Title: Marketing communication of running project: Sokolský běh republiky

Main goal: Analysis and evaluation of marketing communication of Sokolský běh republiky in season 2019, what was the premiere season of the project.

Used research methods: Goals of this thesis were accomplished with usage of qualitative research methods. First used method was semi-structured interview with a spokesperson of the Sokolský běh republiky. Another one was a participated observation and secondary internal data provided by company Raul. Additional method was electronic questionnaire that was created on internet portal vyplnto.cz. It was distributed to the responders through Facebook running groups. Responders were random runners who responded voluntary and anonymously.

Results: Results revealed the quality of marketing communication of running event – Sokolský běh republiky based on the theoretical knowledge. Public opinion about existing marketing communication was also evaluated and survey's outcomes verified the public awareness of this event. In the discussion were mentioned recommendations for the future marketing communication improvements.

Key words: marketing, promotional mix, analysis, strategy, premiere season, running event

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1 Introduction

Running events for the amateurs and the sport enthusiasts are spreading and getting more popularity around the world, and the Czech Republic is no exception. Accompanied with a trend of a healthy lifestyle, people can be seen running in the parks or on the streets more often nowadays than before. Community of runners is expanding, and it opens the space for more running events on the market. Including but not limiting to long-distance marathons, half-marathons to running series and relays, as well as shorter distances or children races. As the competition is getting wider, it is more difficult for the organizers to keep the clients and attract new ones to participate in their race exclusively. Apart from the perfect organization of the event itself, the key factor for extending the clients pool by increasing the awareness of the events, is the marketing strategy and the marketing communication plan.

This thesis will focus on marketing communication of the running event, Sokolský běh republiky, which is the new project from Czech Republic, created by sports marketing company Raul s.r.o in cooperation with physical unity Sokol. What makes the project Sokolský běh republiky different from the other running races is the mission of the celebration of the establishment of the first Czechoslovakian republic in a healthy and sporty way. Sokolský běh republiky had its premiere in 2019 and happens yearly on 28th of October as this date celebrates the establishment of Czechoslovakia.

The aim of the bachelor work is to examine and evaluate marketing communication of Sokolský běh republiky during the season 2019. It is important to remember that the season 2019 was the first-run, so the awareness of the public was low, and the biggest focus was in launching the product on the market. The analysis may help to spot the gaps and reveals weaknesses in existing communication of the project. Another purpose is to attract more runners to participate in this event in the future and create a big anniversary celebration of the country. It will be accomplished by in-depth analysis of the secondary data, conducted interview and the survey. The paper will include the recommendations and the proposals for more effective marketing communication strategies, to be used in the future editions of the event. Achieved results and strategies will be presented to the company Raul s.r.o, the responsible body for marketing communication of Běh republiky.

Me as the author of the thesis have worked for Raul s.r.o from 9th of September until 1st of November, what gave me access to the secondary data used in the thesis. All data used is with the permission of the spokesperson of the event, who was interviewed.

2 Theoretical part

Theoretical part of this thesis aims to provide reader with basic backgrounds of marketing communication. After reading through the theoretical part, reader should have better understanding in practical part of the project. Theory is mostly based on literature and researches that are not older than 10 years. Exceptions can be seen in rooted definitions.

2.1 Sports marketing

Marketing is widely ranged tool in any kind of profit or non-profit business area and the sports environment is no exception. As FERRAND and MCCARTHY (2008) mention in their book, the first signs of sports marketing could be related to 1870's, when tobacco companies placed cards of baseball players in packs of cigarettes to boost sales and develop brand loyalty. Also, one of the first examples of an amateur athlete being used for the public relations or advertising, was in 1936, when Adidas gave Jesse Owens free shoes during the Olympics in Berlin.

Since then sports marketing was developing as sponsorships between brands and athletes were emerging more, and TV markets were expanding, so sport products, and sport teams were appearing on TV more often. The new era and another evolution came together with social media.

All in all, the way of defining sport marketing could be: *“Sport marketing is the specific application of marketing principles and processes to sport products and to the marketing of non-sports products through associations with sport”* (SHANK and LYBERGER, 2014, pg.5).

2.2 Sporting events

Sporting events are one type of sport products. As BÜHLER et. al. (2006) explain in their working paper, we can have two types, the core products and their extensions. The core products are the initial games, competitions, sporting events and the secondary products are their extensions as goods or services related to them, including merchandising, catering, hospitality or information services.

Organized sporting events can be divided between two groups of professional and amateur ones. Sporting events for amateurs are those, for which participants don't receive any kind of compensation. (SHANK and LYBERGER, 2014)

Referring to ČÁSLAVOVÁ (2009), marketing of sporting events focuses mainly on getting customers, while using viewers, fans and active sportsmen motivation via the event itself. Sporting events try to reach consumers emotionally, so they can get attached to the event and its creator.

For understanding the work of marketers, it is important to realize, what factors exist in sports industry. Three fundamental components are the sports users, the sports products that they use and the sports products suppliers.

Chart n. 1: Simplified model of the consumer- supplier relationship in the sports industry



Source: Shank and Lyberger (2014, pg. 18)

2.3 Marketing communication

We can say that marketing communication, also known as a promotion, is a subsystem of marketing mix, which retains its importance during the whole existence of the product.

According to MIHAI (2013), promotion involves all kind of communication with consumers not just the advertising. It is the way, how sport marketers keep in touch with customers and inform them about the product, about its benefits or how they persuade them that it is worth trying. *“The aim of promotion is to encourage consumers to develop a favourable opinion about a sports product which is aligned to a predetermined*

positioning strategy and to stimulate consumers to try the product” (MIHAI, 2013, pg.302).

As reported by KARLÍČEK (2018), promotion as well as the other marketing tools must be coming out of the overall marketing strategy. For well-working strategy, it is also important to follow the communicational goals. If company wants to raise the awareness of the product or increase the loyalty towards the brand, or just increase the selling, etc., in all cases marketers must decide, which aspects of the product should be stressed out in the campaign.

2.3.1 Integrated marketing communication

While talking about marketing communication nowadays, what we probably mean is the integrated marketing communication (IMC). In contrast with mass communication, which was trying to reach and affect as many customers as possible at once through one platform, IMC focuses on more selected groups and tries to reach their needs and keep their loyalty through integrated process of communication, where brand becomes part of sharing, programming and life experience.

According to KITCHEN and BURGMANN (2010), IMC emerged at late 20th century and its importance has been growing since then, owing to the influence of information technology changes. Development of media, demassification of a consumer’s market and the influence of the internet are just some of the areas that have created challenging and competitive environment for marketers to attract the customers and create a long-lasting relationship with them. *“IMC can help in creating coordinated and consistent messages across various channels of communication. Furthermore, the concept is especially valuable in that it places great emphasis on the importance of all stakeholder groups and, in particular, on customer loyalty, which can only be created through strategic relationship building“* (KITECHEN and BURGMANN, 2010).

The definition mentioned above is confirmed also by Percy (2018), stating that IMC provides a great approach to building an effective communication for brand or company, because it starts with planning and building a consistency of a message and an execution. Strategic planning process assures that accurate message hits the right audience at the

right time, and keeps the correct information, no matter through which media is being delivered.

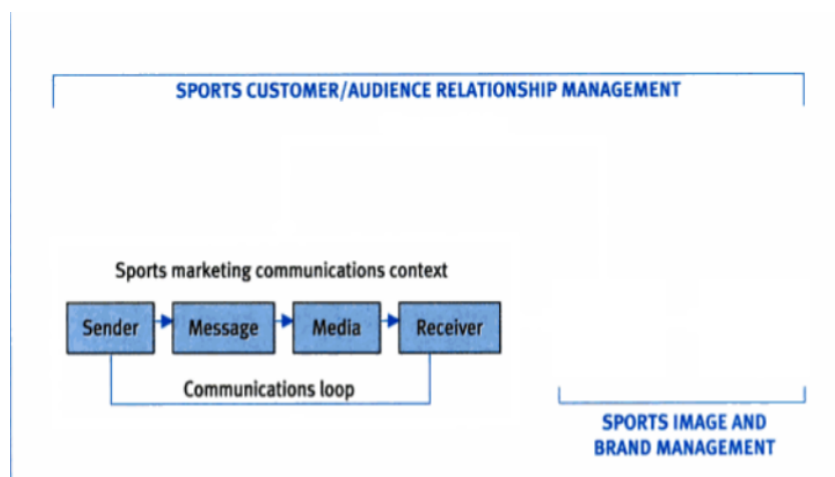
Blakeman puts the definition this way: *“IMC, also known as relationship marketing, works to interactively engage a specific individual, using a specific message through specific media outlets. A goal is to build a long-term relationship between buyer and seller by involving the targeted individual in an interactive or two-way exchange of information”* (BLAKEMAN, 2018, pg. 4).

According to BLAKEMAN (2018), well-performed IMC is directed by several factors like research, database development, creating an interactive relationship, building loyal customers, employing correct media tactics, evaluation, use of the internet or the promotional or media mix and the others.

Related to sport appears the sports integrated marketing communication, shortly SIMC, which comes out of the classical IMC process model, but concentrates to sports. According to BEECH, BEECH and CHADWICK (2007), the sender, media and message keep the place, but the receiver can be any number of people, who have an interest in sport or sports for all manner of reasons.

Sports businesses can use communications loop to contact the receiver directly, for example via email about the information, way before the information gets into the media. It can evoke the feeling of importance in customers and enhance the level of loyalty. SIMC model is demonstrated in the chart below.

Chart n. 2: SIMC model



Source: Beech, Beech and Chadwick. (2018, pg. 218)

2.4 Promotional mix

For making marketing communication effective and functional, marketers use different instruments included in a promotional mix.

Referring to IRWIN et al. (2008), traditional promotional mix consists of four categories: advertising, publicity, sales promotion and personal selling, but these four groups do not adequately address characteristics relevant to sports. For example, recruiting of an athlete by coach is intended to result in a transactional sale.

Due to this reason, we can see promotional mixes being a little bit different from each other depending on the authors and their literature or publications.

SHANK and LYBERGER (2014) include advertising, sponsorship, personal selling, public relations and sales promotion to the promotional mix in their literature.

MIHAI (2013) involves into the promotional mix also licensing as the process, which gives sport organizers the opportunity to establish a presence in a specified marketplace while also creating a new source of revenue.

According to KOTLER's (2007) literature, marketing communication mix sustains of advertising, personal sale, sales support, public relations and direct marketing.

BLAKEMAN (2018) involves in promotional mix, additionally to public relations, advertising, direct marketing and sales promotion, also out-of-home and transit, the internet and social media, mobile, and alternative media. He also presents the media mix, which breaks the promotional mix down to the specific media's platforms like twitter, guerrilla marketing, direct mailing, Instagram, gaming etc... Concentrated media mix focuses all the communication into one medium, while assorted media mix spreads between more.

Without any doubts each of the promotional instruments plays important role in marketing communication and with the proper combination of using them, marketers can

achieve wanted results. Which one to choose and how to use them depends on overall objectives, the targeted audience and the level of the attachment or loyalty.

2.4.1 Optimization of promotional mix

According to PŘIKRYLOVÁ (2019), the choice of a marketer creating a promotional mix is influenced by following factors.

- **Character of the market**

Depends on the targeted audience. If the group of the customers is narrow, appropriate way is to choose personal sell to mass communication media. The same applies with luxury goods.

- **Character of the product or the service**

Difference in products shows the difference in chosen communication channels. For example, for industrial products or products with constructional needs would be chosen personal sale, while for the ordinary products or services could perform better the mass communication. Different promotional instruments are used also for different series of products from one company.

- **Life cycle of the product or the brand**

The life cycle of each product has 4 stages. **Introduction** phase is the first stage, where the aim is to inform. Marketers use direct marketing, exhibitions, testing products promotions and the activities on the social networks. Next phase of **growth** is the stage focused on selling. Focus is on motivating customers to purchase. Marketers persuades the consumers to choose their brand. Third phase is the **maturity** of the product or the service. At this stage marketers reminds the clients about their product or service. They do different sales to keep the attractiveness of the brand. At the fourth stage the product is in **decrease**, marketers don't put a lot of communication attention to this product.

- **Price**

Price is another element deciding about the construction of the promotional mix. Advertising is useful, when the price for one piece is low and the targeted group is wide, because the costs of personal selling would be too high.

- **Available financial sources**

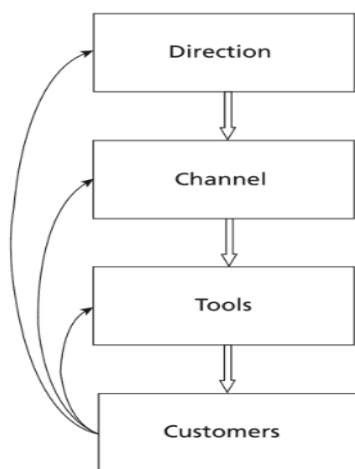
Every company has differently available financial sources. Especially, small or middle businesses cannot afford an expensive advertisement in TV or magazines.

After considering all the factors, marketers are ready to choose appropriate channels to create a promotional mix designed for the needs of the company, organization, product or event. As this thesis is focused on marketing communication of sporting event, following paragraph will introduce the process of selecting a convenient way of promotional attitude towards it.

2.4.2 Event's promotional selection process

JACKSON and ANGLISS (2017) sets four main components that should help with deciding about the organization of the event. They are shown in the figure below.

Chart n. 3: Four main components



Source: Jackson and Angliss (2017, pg. 2)

According to JACKSON and ANGLISS (2017), direction defines if we want to reach customer directly or indirectly through the intermedia. It also says weather the communication will be one-way or two-way. Channel represents the part of promotional mix, via which we will primarily reach the targeted audience. The third part to choose are the tools of the promotional channels. All these three components influence the customers and try to bring them positive message that makes them attend the event. It is unlikely and unwise to choose just one of the communicational channels for the events.

As stated by KARLÍČEK et. al. (2016), communication strategy and communication objectives correspond to the situational analysis, communication strategy correspond to communication objectives, and all the promotional activities correspond to set budget.

Following pages will emphasise an explanation of promotional mix instruments. The most attention will go to advertising, direct marketing, public relations, sponsoring and digital marketing as they were mostly used during the event and so will be primarily mentioned in case study section.

2.4.3 Instruments of promotional mix

2.4.3.1 Advertising

Advertising plays an important role in a promotional mix. When somebody says marketing communication, the advertising is one of the first things that comes to layman's mind.

KOTLER and KELLER (2007) defines the advertisement as any kind of paid form of impersonal presentation or promotion of the ideas, goods or services. The use of the advertisement can be related to purpose of the increasing preference of the brand or for building an attachment to a brand.

According to MIHAI (2013), advertising is one-way paid message about the sport product mediated through some communicational canal, and it makes sport more popular. Advertising is considered as controlled instrument, which carries the content consisted only of the information that organization wants to deliver to the receivers.

To sum up, interpretation of the advertisement can be assigned with the adjectives like non-personal, mass spread, controlled and paid. The cost of the advertisement is lower comparing to the personal sales, as it can reach a wide spectre of customers via one mass communication media. On the other hand, advertising spot in TV or during the major sports event can be calculated in millions. It can be also divided depending on the following purposes of advertising.

- **Informative** advertisement
- **Convincing** advertisement
- **Reminding** advertisement
- **Boosting** advertisement

Informative advertising focuses on building the awareness of the brand or its new products, or the products functions. It should get into the consumers' minds, but not at the expense of the personal attitude towards the brand or product. Convincing advertisement is being used to create the popularity and the preference to the brand. It tries to make people like the product and always pick it over the substitute. Reminding advertisement appeals on repeated purchase and boosting advertising is trying to assure consumers that they did the right decision in choosing their products. (KOTLER and KELLER, 2007)

The other aspect that forms the advertising is its budget. Capacity of the budget depends on the role of advertising in marketing communication of the company, on the size of the company, the purpose of advertising, strategic marketing plan, market share, competition or the frequency of advertising and the others.

Back to MIHAI (2013), the major issue of sport marketers is weather to stress the range or the frequency. Range identifies potential customers and the frequency refers to the number of exposures required to reach the customers.

The advertisement is being mediated through distribution channels and divided into following categories.

- **Print advertising (newspaper and magazines)**
- **Telecommunications advertising (television and radio)**
- **Online advertising**
- **Out-of-home advertising**
- **Product placement**

2.4.3.2 Personal selling – Direct marketing

Personal selling and direct marketing are narrowly connected areas in promotional mix. Easily said, directed marketing can be considered as an easier, cheaper and more accessible approach that came out of the personal selling. That is why, promotional mixes use to mention one or the another.

TODOROVA (2015) describes personal selling as a two-way process between seller and a buyer. It involves oral presentation and personal conversation, where seller presents goods, ideas, or services with an intention to persuade a client to decide for his product. The aim of the personal selling is to affect the purchase by building a long-term relationship with clients and retailers.

According to MIHAI (2013) in sport environment promoting the products in one-to-one way between the organizations and sport client is one of the most effective approaches. The goal of a personal selling is to give an extra information about the product in a sense that it is not visibly targeted on sales. Sports marketers seek to build the awareness of the organization or the product through the goodwill and social involvement of the fans or clients. Face to face communication also bring the better way of feedback.

As IRWIN et al. (2008) mention in their publicity, the most important aspect of the personal selling is that it brings a human element into the relationship between sport organization and the customer and allows the two-way communication.

Direct marketing can be defined as: *“A use of direct channels to attract the customers and to address goods and services to the consumers without using the marketing media (the middle distributing mediums). These channels are direct mails, directories, telemarketing, internet webpages and kiosks”* (KOTLER and KELLER, 2007, pg. 642).

Nowadays, most of the modern companies are already familiar with direct marketing. The lead in this way of promotion is taking emailing, which is cheaper, faster and more flexible as the other manners, even though there is a risk of spam protection. Mobile marketing also plays its role, as it is possible to reach the customer via text message or media message.

According to KARLÍČEK (2018), the task of direct marketing campaigns is often a try to increase the orders of already existing customers. If the offer is for complementary product, we will talk about a cross-selling. If the seller tries to sell the upper version or the innovation of the product, the process is called up-selling. It is the instrument also used for keeping the loyalty, for example by sending a free present to the clients. In case of targeting the new customers, direct marketing manages the preparation, before the seller contacts buyer.

Direct marketing is often linked with CRM (customer relationship management) marketing, so the company can direct on buyer's needs.

2.4.3.3 Sales support

Sales support or sales promotion is an instrument, which helps to highlight the process of selling. It involves any kind of discounts, promotions, coupons, favourable offers, loyalty programmes, contents and others. Implementation of these backgrounds often leads to the immediate increase of the sales, but on the other hand, disadvantageous can appear later sales decrease. Later sales decrease can be caused by products being bought in a bigger amount during the sales.

According to KARLÍČEK (2018), as a part of the sales support is considered also the communication in the centre of sales. There are two types POP (point of purchase) or POS (point of sales). That includes different stands, transparent, models of products and the others communication tools placed in the shops or at the places of happening events.

2.4.3.4 Public relations

Public relations or shortly PR is an important part of promotional mix. The function of PR is to promote and keep good name and image of the organisation and its products in the eyes of the target group, publicity sponsors or investors. To achieve positive publicity, it is important to maintain good relationships with media and journalists. The publicity is not paid compare to the advertisement, but it forms people's opinion as its spread through the media that keeps the credibility in public's mind.

PR is essential in every business area and sport is not excluded. As reported by L'ETANG (2013), Public relations are involved in all fields weather talking about events, major sponsorships, increasing participations or media right deals. *“The role and practise of PR, which includes media relations, promotion, corporate communications, issues and crisis management, advocacy and public affairs, and lobbying is therefore an important aspect of sport business”* (L'ETANG, 2013, preface).

In a comparison to L'ETANG (2013), KOTLER and KELLER (2007) divide PR activities into these 5 categories:

- **Relationship with press**
 - Presenting the news and the information about the company
- **Publicity of product**
 - Effort to present products in the best possible way
- **Corporate communication**
 - Support of company understanding of inter and extern communication
- **Lobbing**
 - Negotiations with representatives about legislative measures
- **Consulting**
 - Recommendations for the management

Conforming to MIHAI (2014), public relations include the range of activities, especially community and media relations activities that support building positive relationships between the company and its target audience. Important for PR's activities are also a customer's opinion of the company and his attitude towards products. Feedback provides marketers with information about the general satisfaction of the organization and shows them, if they are communicating the positive image of the company.

While looking back at KOTLER's and KELLER 's (2007) publication, we can see mentioned marketing public relations (MPR). Purpose of MPR is to support promotion of the organization, product or create an image, and it serves exclusively for marketing department of the company. MPR plays an important role in following tasks.

- **Assistance in launching a new product**
- **Assistance in re-establishing the already existing product**

- **Creation of the interest in products category**
- **Influencing the specific target audience**
- **Defence of the product with public problems**
- **Creation of positive corporate image**

For accomplishing tasks mentioned above and for creating the good image and name of the organization and its products PR department does various publications, events, news and reports, press conferences, press releases, medial identity processes, media rights, charities and foundations, sponsorships.

2.4.3.5 Sponsorship

Sponsoring is a targeted communicational activity that connects a brand, event or product with the third party. If the sponsorship is managed properly, it is convenient for both subjects and both parties are benefiting from it. That is also why, many times we hear the word partnership more than sponsorship.

In some literature sponsorship is an independent element in promotional mix, in other publications as a PR activity. Where to assigned sponsorship depends on its importance in marketing strategy of the organization. As interpreted in VYMĚTAL (2008) book of communication, sponsoring in PR is used for maintaining good relationship with publicity and a good reputation of the company. Its role is to induce a positive vibe through some financial or other support of a product, event, company, etc. In summary, VYMĚTAL (2008) says that sponsoring has its meaning as a social instrument to influence the relationships with publicity as well as a part of marketing communication mix. He also divides sponsorship into following categories depending on its purpose:

- **Social sponsorship** – The purpose is a humanitarian help in need or help during big events, where sponsor is helping for a good thing, while he will get is part exchange later.
- **Commercial sponsorship** – Based on the method “Quid pro quo”
- **Professional sponsorship** – Sponsor supports starting business
- **Specific sponsorship** – Focused on specific area like sponsorship in science, media, culture, ecology ...

L'ETANG (2013) gives a good presentation of sponsorship in sport in her book. *“The essence of sport sponsorship is the establishment of an alignment between qualities associated with a product or service and a sporting skillset, event or elite. A virtuous circle can reinforce the core values associated with the sporting and non-sporting elements of the partnership in mutually beneficial way that enhances the positioning of both elements in their respective markets”* (pg. 100).

Sponsor is one type of consumer in sporting industry. SHANK and LYBERGER (2014) connects sponsor's behaviour with the activity of exchanging its money or products for the rights of associating its name or product and sporting events, sporting team, athlete, league or sporting organization. Sponsor decides what will be sponsoring and on which level. Sponsorship helps achieve several objectives:

- **Corporate**
 - Public awareness, corporate brand image, community involvement
- **Marketing**
 - Brand positioning, reaching targeted markets, increasing sales
- **Media**
 - Generate awareness, enhance, advertising campaigns, publicity
- **Personal**
 - Management interests

Sponsorships do not always provide the same level of partnership between the parties. They differ due to the value that businesses provide to the sponsored entity. Depending on how much money they contribute or which products they bring modify the level and rights of the partnership.

According to PŘIKRYLOVÁ et. al. (2010), sponsorships divide into 5 categories:

- **Exclusive partner**
- **General partner**
- **Title partner**
- **Exclusive partner with the exclusive rights in a category**
- **Sponsor / supplier**

2.5 Trends in marketing communication

2.5.1 Online marketing

Online marketing consists of marketing activities proceeding on the internet. It includes several subfields that are important for achieving effective marketing strategy, while some of the activities are indispensable parts of marketing communication instruments. These subfields are search **engine marketing**, **UX and design**, **social media**, **web content**, and **emailing**. Internet environment has earned its popularity, because it is cheaper and more accessible, especially for small or middle businesses, and daily used, especially among younger generations.

Content marketing institute defines content marketing: “*Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action*” (PULIZZI, undated). It can be used in every form of marketing not just online, but while talking about marketers, creating the web contents for the companies, it is favourable to imply content strategy. It is the way, how organizations can vary from each other, and how to show their qualities.

Emailing is an online marketing activity that uses newsletters as a form of communication for informing the audience about the news happening in the company, about the products, sales, timetables and the others. In the newsletters is important to give the consumer an attractive and selected information. It is good when newsletters are clear and with interesting graphics. Other aspects of emailing are for example, welcoming emails, promotional emails or the others.

2.5.1.2 Social media

In comparison to traditional media like TV, newspapers, magazines, etc., social media are two-way communicational channels that enable immediate interaction between the sender of the message and the receiver. Users (senders of the message) posting videos, photos, messages or other contents on the social media platforms are able to do in the

most of the cases for free, as well as the receivers are able to immediately watch it, and even leave a feedback or reach the sender with the message.

HOLLAND (2015) defines social media and web this way: *“Web 2.0 and social media are the new forms of applications such as social networks, blogs, media sharing and discussion forums, that enable user generated content that results in relevant and meaningful information and outcomes at a social network level, for example group opinions, social connections, tag clouds and virtual worlds”* (pg.9)

According to HOLLAND (2015) sports marketing follows several objectives in relation to fans or sport public’s engagement including rising the interest and awareness of sport, increasing participation in sporting events, selling tickets or TV rights or supporting the brand image. He sets the example of usage of social media to fulfil sports marketing objectives in following table.

Chart n. 4: Sports marketing and social media strategies

| Sports marketing objective | Social media strategies | Evaluation |
|--|---|--|
| Develop brand and awareness of sport | Offer news and competitions on social media platforms and own platform, encourage fans to share recent experiences. Share proprietary content that is only available to social media users. Integrate individual athletes’ social media presence with club and federation strategies. | Online and social media performance measured by unique visitors, posts, Facebook likes, Twitter followers and simple content analysis. |
| Understand fans’ interests and opinions. | Listen in to discussion forums and take part. Develop techniques to identify the most influential websites and opinion leaders. | Quality of insights gained from social media research. |
| Generate awareness of specific event or product | Buzz marketing, encourage existing fans to promote the event with offers that can be tracked through social media. Reward fan advocacy. | Online and social media sales relative to other channels. |
| Ticket and subscription sales: Digital Advertising | Online promotions should include paid search, Internet advertising, email and affiliate marketing through social media. | Total sales and cost per sale split out by channel. |
| Enhanced digital experience | Use digital media including Internet, video, mobile and social media to enhance the fan experience through multiple perspectives, highlight repeats and commentary from experts and other fans. | Feedback from fans collected through discussion forums, and social networking sites. |
| Build ties with individuals and fan networks | Develop CRM strategies to make customized offers and promotions to fans. | Growth and activity of fan database in areas such as advocacy, responsiveness to offers and effectiveness of network marketing |

Source: Holland (2015, pg. 10)

2.5.2 Word-of-mouth marketing

“Word-of-mouth marketing (WOM marketing) is when a consumer's interest in a company's product or service is reflected in their daily dialogues. Essentially, it is free advertising triggered by customer experiences—and usually, something that goes beyond what they expected” (KENTON, 2020).

Magic of WOM marketing is reflected in its nonchalant way of spreading. Information flies around between family members, relatives, colleagues and so on. It is considered as very reliable way of communication, because people usually trust recommendations from family and friends. Even though, it costs no money, achieving the positive and effective results from WOM marketing costs a lot of effort.

2.5.3 Viral marketing

“Viral marketing seeks to spread information about a product or service from person to person by word of mouth or sharing via the internet or email. The goal of viral marketing is to inspire individuals to share a marketing message to friends, family and other individuals to create exponential growth in the number of its recipients” (KAGAN, 2019).

In comparison to WOM marketing, social media add a credit of super-fast sharing to viral marketing. Using of the platforms like YouTube, Snapchat, Twitter, Facebook, Instagram and others for viral marketing campaign enables marketers a wide range of the consumers. The campaign can use instruments like videos, photos, games, challenges, contests, messages etc. New trend is to work with influencers and famous people, who have a lot of followers on social networks to use their help to promote a product, event or just spread the idea or awareness of the brand through their accounts.

2.5.4 Influencer marketing

Beginning of influencer marketing appeared in connection with web boost in 2002. Influencer in marketing vision is the person, who by his or her behaviour has the ability to influence opinions of the others. However, the point of influencer marketing remains the same, the way of accomplishing goals differs. We can also see a difference in the

definitions of influencer marketing, one from publication 2008 and the other one from 2015.

“Influencer marketing is a new approach to marketing, important because sales forces both understand and support it. It directly addresses the most common sales barriers within prospective customers and focuses attention on those individuals who advise decision- makers. We call these people influencers, and they are crucial to the sales process as the prospects themselves” (Brown and Hayes, 2008).

“Influencer marketing is the art and the science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content” (Sammis et al., 2015).

2.5.5 Trends 2020

Marketing is a very dynamic environment, which is evolving every year, and businesses that want to keep on the top of the market must very quickly follow and adapt their strategies or even better come up with a new recipes for being number one in the eyes of the consumers.

According to Forbes magazine, marketing in 2020 will follow these trends. **Shoppable posts** are expected to be usual technique of buying in 2020. Social media represent the tremendous opportunity for businesses in all aspects, given that 72% of Instagram users have shopped via app. It is the easier and quicker way for e-commerces to reach the customers. **Virtual and augmented reality** is another trend that should expand. Augmented reality is already visible as for example, IKEA has the app that allows consumers visualise how would the product looks at their homes. Virtual reality is supposed to took over the augmented reality. **Interactive content** is another approach that appeared to be attractive for customers. It is more effective and increase the engagement of the consumers, what means that is also increase the awareness of the brand, product or event. It keeps customers on the website, and it is much more sharable. **Personalization** is going to be a trend of 2020. Customers tired of mass advertising of products that have nothing common with them will appreciate more personalized emails offers modified for their needs. **Content marketing** as was already explained in this work

is continuing to be an important tool in marketing strategies that differ the businesses through the quality. **Video content** appeared to be a successful instrument during the last year. Also, the live videos are performing well as they keep the attention of the viewer longer than the recorded ones (THOMSON, 2019).

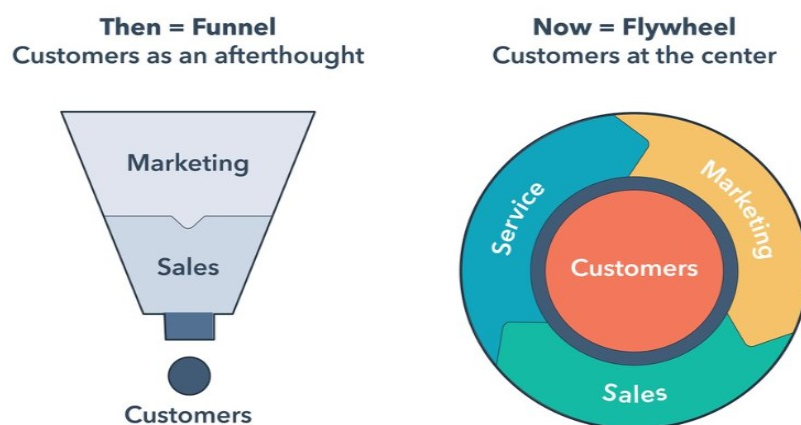
The same trends predictions for 2020 were claimed by INC magazine. According to them, **personalized newsletters** based on customers history and data will overperformed mass communication and group emails will not be enough. **Content strategy** should be diversified. It is important to combine written content and blogging with videos and interactive content to entertain the consumers.

Social media shopping is also claimed by INC and stated as an easier and more comfortable way for consumers to shop online. (HALL, 2019)

Article published by DECKER (2020) on Hubspot also agrees on all trends for 2020 that have been mentioned. In addition, recommends marketers to use some more that are expected to boom in 2020. However, it is already happening, it is expected to lean from **outbound marketing** that carries one-way communication spread to as many people as possible to **inbound marketing** that brings the value to the customer's needs.

The attitude towards consumers has also change and will keep the flow in the following years. Customers have stopped being considered as an afterthought but have been moved into the centre of events. Attention to the customers should not fall after they buy the product. When the attention is given to them constantly, they will value the product more and advertise it by themselves. And the WOM marketing is the best strategy.

Chart n. 5: Funnel marketing and Flywheel marketing



Source: Decker (2020)

Recommended is also **native advertising** that is designed to blend in and promote the brand to the new audience. Native advertising is advertising on the content recommendations platforms or social media, or in campaigns. **Working with the micro-influencers** is another admitted trend. Even micro-influencers have less followers, they are usually more engaged and narrowly targeted. (DECKER, 2020)

3 Methodology

“Research is simply a process of arriving a dependable solution to a problem through the planned and systematic collection, analysis and interpretation of data.” (SINGH, 2006, pg. 1).

Regarding to OLECKÁ and IVANOVÁ (2010), methodology is a summary of methods in a specific field, while a method is a system of scientific rules and principles. Methodology examines a suitability of the methods and defends their usage in research.

In research can be used quantitative method, qualitative method or the mixed method, which is a combination of both previously mentioned approaches. This bachelor thesis is built on a qualitative research method.

3.1 Qualitative method

Hennink et al. (2020), describe qualitative research as a wide system of different techniques and philosophies. Qualitative approach uses life histories or biographies, content and visual analysis, observation, in-depth interviews or focus group discussions to examine problems in detail and allows researchers to better understand the behaviour or perspective of their objects.

3.1.1 Semi-structured interview

First qualitative method used for the thesis was a semi-structured interview with a spokesperson of the Sokolský běh republiky. Information gathered from the interview served primarily for better understanding of internal procedures of marketing communication of the project in the season 2019, but also showed up the opinions and the visions for the future of the project. Interview was holding on a prepared structure, but also created the space for open discussion, opinions and additional information.

Interview took place on 1.6.2020 at the working place of Raul s.r.o. Duration of the interview was one hour, and it was recorded on the author’s cell phone. After the recording was finished, author had transcribed it to the computer and added to the

appendix of this bachelor thesis together with a signed permission of the interviewed person.

Structure of the interview:

- Origin, creation and information about the project
- Goals of the project
- Promotional mix of the event
- Sponsoring
- Advertising
- Online marketing
- Influencer marketing
- Sales support
- Charity

3.1.2 Documents analysis

Another used method in the thesis was analysis of the texts and the documents. Documents consisted of internal secondary data, and access to them was granted as the researcher worked for Raul s.r.o which was the company organizing the event.

Available sources of secondary data:

- **Internal documents** – PowerPoint presentation of the evaluation of Běh republiky 2019
- **Webpage** – www.behrepubliky.cz
- **Social media** – Facebook: Sokolský běh republiky, Instagram: Sokolský běh republiky

3.1.3 Participant observation

Researcher had a chance to see the process of promoting and organizing the event in season 2019, while working in the Raul s.r.o from 9th of September until 1st of November in 2019. Observation helped in understanding event's environment and helped to form opinions and proposes that are mentioned in the discussion.

3.1.4 Electronic questionnaire

Electronic questionnaire was used to bring to the research a different kind of data and information. Data were collected with an anonymous questionnaire through the platform vypln.to.cz. Questionnaire was created by researcher and consisted of 31 questions what included also open questions, closed questions, half-open questions and scales questions. Questionnaire was distributed to the responders through social networks, more concretely, it was placed in following running and sporting groups on Facebook:

- Běžecký rozcestník
- Organizované běhání Praha
- Běháme pro radost
- Šneci v běhu
- Adventní běhání
- Partáci na sport Praha
- Běh Brno
- Asociace student FTVS

The sample consisted of 102 random amateur runners, who voluntarily filled the questionnaire. Data from the questionnaire were gained through the computer technique and portal vypln.to.cz distributed them for me. The aim of using this method was not to verify hypotheses, but to get a perspective and opinion on the event from the public, as well as figuring out the public's awareness of the event. It served as a complementary method to later evaluation and suggestion part of the work. Responses were collected from 15th of May to 3rd of July. Survey can be seen in appendix.

4 Goals and tasks of the work

4.1 The main goal

The main aim of this bachelor thesis is to examine and evaluate the marketing communication of the running event Sokolský běh republiky in the season 2019. Then based on the results, suggest the innovations and the new methods for the more effective communication of the project in the following years.

4.2 The tasks

To reach the goals of the work, it is necessary to complete the following tasks:

- Study of the scientific literature of marketing communication
- Examination and the analysis of texts and documents of “Sokolský běh republiky”
- Interview with the spokesperson of the event
- Processing the observation of the event in 2019
- Detection and the analysis of results of the electronic questionnaire
- Evaluation of “Sokolský běh republiky 2019”
- Introduction of the innovations and the new methods in marketing communication to project Sokolský běh republiky

5 Results of practical part

Practical part analyses and evaluates marketing communication of Sokolský běh republiky in season 2019 and presents results from the questionnaire. Information proceeded in this part comes from all the sources, mentioned in the methodology.

5.1 Results based on interview and secondary data

5.1.2 General information

Sokolský běh republiky is a running event for amateurs that celebrates an establishment of the first Czechoslovakian country. The official title is Sokolský běh republiky, but also shorter version - Běh republiky can be used. The idea of this project arose in Raul s.r.o which is an agency focused on sports marketing communication. The reason for creating a running event was to put Sokol, that is a physical unity with long history in Czech country, back to people's minds. Other than that, project aims to support healthy lifestyle and celebrates an anniversary in connection with sport and history.

“Our company works for Sokol, so we were thinking, how to activate this brand and put its awareness back to people's minds. Running is currently very popular and 101st anniversary was about to come, so we had created a motto that we would run together into the second hundreds of our country. Sokol was excited about the idea, so nothing stood in the way and we could start planning the event” (Interview, 2020).

After the idea got an approval from the management, from Sokol unity and from the other parties, summer vacation was over and there were less than 2 months left to organize the project. Community did not know the project and calendar of running events was tight.

As the spokesperson of the event mentioned (Interview, 2020), challenging aspect in communicating and promoting Běh republiky was that the event was new, and people did not know it. Other challenge, mainly for marketing and communication, was that Sokol is a huge brand connected with country's history and traditions, which organizers were trying to keep, and were trying to create an event that would be dignified to the name Sokol.

5.1.3 Goals and Visions

According to the spokesperson (Interview, 2020), after the main idea, what was promoting the brand Sokol, next purpose of the event was to connect all the Sokol physical unities and people in the republic and run together into the other hundred years of the country.

“The primary goal for our agency was to create a beautiful Prague race. Other than that, we wanted to reach 2000 runners in the whole republic, what afterwards became real also thanks to the two cities in the USA, that had participated. For the first year had participated 12 Sokol unities across the Czech Republic and two in the USA – Portland and Washington D.C. The goal for following years is to double the number of participants every year and to make run people and Sokol unities in the whole country, and even beyond the borders” (Interview, 2020).

5.1.4 Target group

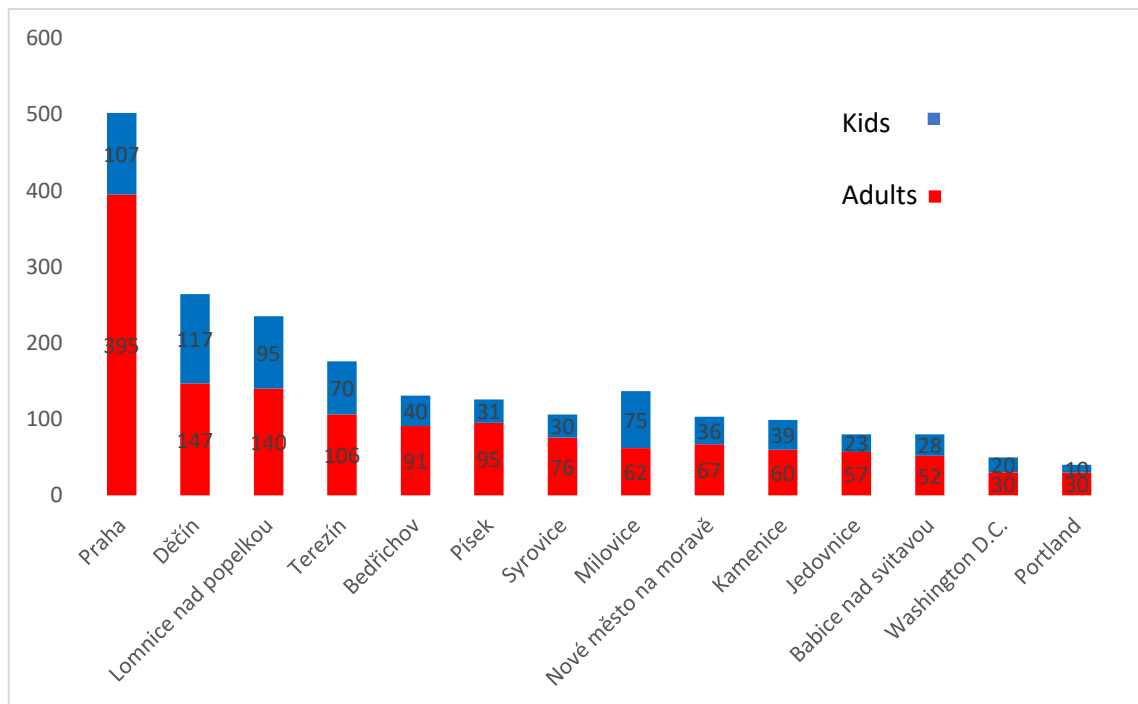
Běh republiky got its premiere on 28th of October 2019. Kids races were happening around lunch time and main run had a single start, beginning at 2:30 pm, when runners from all 12 Czech cities and two American cities ran together to the new hundred years.

According to the spokesperson of the event (Interview, 2020), event itself was for everybody, however it might not be that attractive for professional runners as there was no prize money, neither any points to the charts. Profile of the track was not difficult, and length of the track was about 5 kilometres, depending on the cities. There were also races for children, half kilometre for younger kids and one kilometre for older. Generally, it was more for the beginners, but mainly for people who have some relationship to Sokol or history, or for those, who wanted to get to know more about it, and celebrate the anniversary together. People were also encouraged to dress or to paint their faces into the national colours.

In each town, Sokol unity prepared its own accompanying programme for the runners and for the audience. Program content related to Czechoslovakian history, Sokol traditions or other sport activities.

Based on the observation, the initial plan was to reach 2000 runners in the first season with a capacity of 1000 runners in Prague and around 100 or less runners in regional races. Few days before the event, some of the regional races had full capacities, so due to the big interest organizers decided to increase the capacity in some of the regions. Prague, on the other hand, achieved just half of the wanted number, but regional races balanced the ratio and targeted number of participants was achieved. The attendance of the first year indicated 2146 participants. Ratio is indicated in a chart below.

Chart n. 6: Attendance of Sokolský běh republiky 2019



Source: Internal secondary data

5.1.5 Price

Price for the tickets depended on the city of the event. For Prague, the pre-registration online price was 600 CZK for the main race, and 200 CZK for the children race. Starting fee was also possible to buy on a race day, where the price should have been higher, 800 CZK for the adults, and 300 CZK for the children, but at the end, organizers decided to

keep the online price, so they would attract more runners. The price of Prague race responded to Prague starting package which included a running T-shirt for everybody, some little souvenirs from the sponsors and the medal that was received in the finish line. Price in other regions was lower, but a basic starting pack did not include running T-shirt. Price for the main races was around 150-300 CZK and kids paid 100 CZK or had the race for free. For regional races was possible to register just online.

5.1.6 Budget and expenses for marketing communication

According to the spokesperson of the event (Interview, 2020), there was no specific amount of money set aside for the promotion of the event.

5.1.7 Promotional mix

Communicational mix was formed out of advertising, sales support, online marketing, sponsorships and public relations. Based on BLAKEMAN'S (2018) extension of promotional mix to a lower media mix, we could characterize media mix of Běh republiky as assorted for each of its promotional instruments. On the other hand, the reality of the year 2019 being a premiere did not allow to use effective forms of direct marketing neither word-of-mouth (WOM) marketing, nor viral marketing.

5.1.7.1 Sponsorship

Sponsorship played very important role during the organization of the event. According to the fact that budget for the campaign and marketing communication was not set in advance, the mission for the organizers was to keep the internal expenses as low as possible. Based on the interpretation of spokesperson of the event (Interview, 2020), sponsors were the most important element of the event. The main **title partner** was **Sokol**, who provided background in each town, where the run was happening. This put costs lower, as renting the place for the whole day usually costs a lot.

General partner of the project was the **group ČEZ** that generated the budget basis. The other partnership was with the **city district PRAGUE 1** that provided the project with few tens of thousands of crowns, another one was **Česká pošta** (Czech post office) and **ČEPS** that supported project financially. Another supplier was **Ondrášovka** that

supported event with the refreshments and thanks to them, event could provide runners, volunteers and organizers with enough liquids.

Media partners were also important part of the project. Partnerships based on barter were with **Česká Televize** (Czech TV) that helped to promote project before happening, during and after. We could apply boosting aspect of advertising on promotional activities which were happening during and after the race. Altogether, Běh republiky appeared on Česká televize 5 times and the average viewership was 1.250 000 viewers.

A list of the broadcasts:

- **Reportage Branky, body vteřiny**
- **Reportage Sport in regions** – 1 time, 5 minutes, after the race
- **Reportage Sokolský zpravodaj** – 2 times
- **Interview on Sport news** – 1 time before the race

Běhej.com, which is an internet platform for runners, and **Run magazine** as a media partner brought Běh republiky closer to the runners and enabled its introduction. Free-time internet portals **Kudyznudy.cz** and **CityBee** brought the project closer to the public.

Běhej.com:

- **Magazine** – Big interview with founder of the race
- **Webpage** – 3x article about an event + webpage cover
- **Social media** – 3x post on Facebook and an Instagram support

Picture n. 1: Facebook profile běhej.com



Source: Internal secondary data

Picture n. 2: Article on běhej.com before the race



Source: Internal secondary data

Run magazine:

- **Webpage** – Editorial support and webpage cover
- **Magazine** – Introduction of the event
- **Social media** – 3x Facebook post and an Instagram support

Picture n. 3: Facebook posts on RUN magazine before the race



Source: Internal secondary data

Picture n. 4: Facebook post on RUN magazine after the race



Source: Internal secondary data

Other two media partners, **radio Impuls** and **Deník.cz** are on the edge between sponsoring and advertising. They provided their services to the event with big discounts, but as they were still paid, thesis will contain them in advertising section.

The other sponsors were **Prague water supply and sewerage**, **Fastmedic** and **KROSS bikes**.

Each of the partners provided event with financial, or commodity, or background, or medial support, what altogether led to the successful first year of the event. Each regional event was also able to maintain some smaller partnerships which contributed with prizes to a raffle or provided prizes for the winners.

According to the spokesperson (Interview, 2020), the biggest equivalent for the partners was visibility at the place of the race. That means their name on the banners, gate, flags, but also on a brochure that was sent to the racers. Apart from that Raul published PR articles for sponsors, not only on social networks of Běh republiky, but also on the networks of the other projects of Raul like Běhej lesy, SkiTour or Jizerská 50.

Picture n. 5: Partners of the event



Source: www.behrepubliky.cz

5.1.7.2 Public relations

Looking back at Kotler's and Keller's (2007) MPR tasks, we can assign following tasks to PR of Sokolský běh republiky. MPR provided an assistance in launching a new event of Raul s.r.o, created an interest in products category, influenced the specific target group and created a positive image.

Into PR responsibilities belong building and keep good relationships with other subjects. As it was already mentioned, Raul s.r.o that takes care of Sokolský běh republiky organizes also other sporting events. According to the spokesperson of the event (Interview, 2020), T-shirts and medals for the event were obtained with a convenient price, because of the good relationships with suppliers from the other projects.

Another PR activity is to transmit the information with a positive vibe through the media to the public. Difference from the advertising is that PR performance is not paid. As it was mentioned in theoretical part, there is a very thin line between sponsorship as a communication tool and a sponsorship as a PR tool. In terms of media partners of the

project, we could also characterize reportages in Czech TV or articles on sporting internet portals as PR functions.

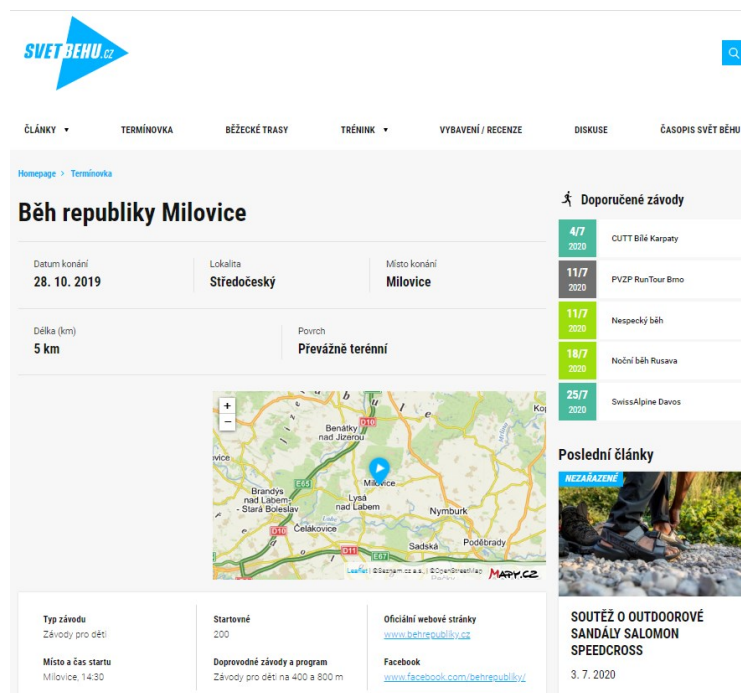
PR articles with an informative character before and after the race had been posted also online on 4 portals like svetbehu.cz, sport.cz, parlamentnilistiny.cz and vlasteneckenoviny.cz. They could possibly reach around 300 000 readers.

Picture n. 6: PR article on sport.cz before the race



Source: Internal secondary data

Picture n. 7: PR article on svetbehu.cz before the race



Source: www.svetbehu.cz

PR activities for building good relationships with public included bringing the information about event closer to people via interviews with interesting people connected to Sokol or running. Articles were published on webpage of Běh republiky. Interviewed people were organizers of the regional events, winners of the race or ambassadors. Based on the data from the webpage, there are around 20 articles, where people can get more information and can get more involved. Work also included cooperation with ambassadors of the project, and operation on social networks, where many people were getting instructions about the race. Runners could find pictures on the social networks, share their experiences and there were new articles published after the race.

Picture n. 8: Article about regional race in Milovice

Lifestyle

PŘÁTELSKÁ NÁLADA, POHODA A VZÁJEMNÁ PODPORA, TO BYL BĚH REPUBLIKY V MILOVICÍCH!

Richard Valoušek | 20.11.2019



Source: www.behrepubliky.cz

5.1.7.3 Advertising

As it was already mentioned before, Běh republiky did not have a big budget and most of its publicity was linked with partners and sponsors.

One of used channel platforms was **Denik.cz**, which provided the print advertising and the online advertising. The structure was following:

- **Headline** – 4 times article on a title-page in Prague
- **Editorial support** – article about regional races
- **Nationwide advertising** – full page in a magazine supplement – “Víkend”
- **Web advertising** – cover of the webpage and banner

Picture n.9: Webpage of Deník.cz



Source: Internal secondary data

Based on agency internal data, middle value of this advertising performance could get to 490 000 CZK and reach about 300 000 readers. Anyway, according to spokesperson (Interview, 2020) the real amount that was paid for this platform was several times lower due to the good friendly relationships.

The second printed advertising appeared in magazine **STORY**, where were two full-page articles before the happening of the race and it got mainly informative and convincing character.

Radio Impuls was a telecommunication advertising channel that was paid for about 2 weeks before the event and provided Běh republiky with following promotions:

- **Spot campaign** – 50 spots for Prague and Central Bohemian region
- **Special programme presentation** – Interview in nationwide broadcasting
- **Points of regional interests** – Information about the race

- **Contest on Facebook of Radio Impuls – One-week contest**

Picture n. 10: Contest on Facebook of Radio Impuls



Source: Radio Impuls Facebook page

Based on agency internal data, middle value of this promotion was about 494 300 CZK and had a range for 1.971.000 listeners per week and 1.021.000 listeners per day what is 12.7 % of national radio range.

Out-of-home advertising was another way of promoting Běh republiky, however was used less than medial campaign or the digital performance. *“I do not think we did a lot of outdoor advertising. Maybe there was some, but me personally, I stand for the digital marketing. Digital campaign can easily tell us, how much does it cost, what range it has or with what frequency does it reach people. With outdoor, we do not know how many people saw that billboard, how many just passed by or how many get caught with it”* (Interview, 2020).

Out-of-home advertising was happening at rail stations. The rail advertising proceeded on following distribution channels:

- **CLV** – City light vitrine 5x
- **Varioposter** – 2 x
- **Billboard** – 6 x

The middle value for Out-of-home advertising was 88.450 CZK. Posters and leaflets were used as a form of outdoor campaign as well, but those were sent to the regional organizers, and so they could deal with that on its own.

5.1.7.4 Sales support

Sales support was present in several ways. According to the spokesperson (Interview, 2020) sales support was happening a lot through other sporting events of the agency Raul s.r.o. Informative posts were appearing online on social networks - on Facebook and on Instagram of projects like Běhej lesy (27 500 likes on Facebook) , Jizerská 50 (19 000 likes on Facebook) or SkiTour (7000 likes on Facebook). These profiles had much more followers that could notice a new event.

There was a deal made with RunTour, what is also a running project and with Klánovický half-marathon, where were distributed the leaflets. Klánovický half-marathon took place on 20. 10. 2019. Based on data from the webpage of Klánovický half-marathon, there were distributed around 900 leaflets. The other way of sales promotion was a contest that was happening on social media of Sokolský běh republiky or on partner's profiles.

5.1.8 Online marketing

Online marketing are all the marketing activities proceeding on the internet. It can include, online advertising, online PR activities, online direct marketing, online sales support etc. According to the spokesperson of the event (Interview, 2020), digital campaign was crucial for the event as it was easy to access online data and its informative value.

“Project was communicated primarily online. That means additionally to already mentioned webpages, mainly on project's social media. The clue medium was Facebook, because individual regional Sokol unities had Facebook as well, so it was easy to connect the communication between all of them. Disadvantage of new project is that has a small number of followers on social media, so we had to used paid digital advertising and financially support posts. Apart from Facebook as a supportive medium was used

Instagram. Some of our partners helped us with propagation on their social media as well” (Interview, 2020).

For supporting social networks was used PPC advertising. PPC advertising, which means “Pay per Click”, is a process, when the link on the product’s webpage or other platform appears on the third source, in this case on Facebook and on Instagram and attracts consumer’s attention. However, it jumps out to attract consumer, the company pays only if consumer clicks on that link. The other online methods were usage of online banners and retargeting method. Based on internal data, paid digital campaign reached 576 561 internet users.

5.1.8.1 Webpage

Webpage of Sokolský běh republiky is designed into the tricolour of Czech Republic. The appearance is simple and includes just the basic icons. It has highly informative character as visitors could check the information about every place, where the run was happening. Webpage inform about goal of the event and about the race in each city. Runners can find out information about the length or the profile of the race, information about the schedule or prices. Another thing are published articles that have informative but also entertaining character as they bring different life stories or evaluations from particular races. Webpage also includes contact information and link to the Facebook page of the event.

5.1.8.2 Social media

Social media play, day by day bigger role in online marketing. Social media shopping is even in marketing trends for 2020. Sokolský běh republiky uses for the communicating and informing its runners Facebook and Instagram. Both were created last year in September, when the existence of the event was confirmed.

5.1.8.3 Facebook

Facebook profile of Sokolský běh republiky has currently around 1000 followers. Facebook events were created for each race in the middle of September 2019. Interest rate in these events before the race shows following chart:

Chart n. 7: Interest in event on Facebook

| Interest in event on Facebook | | | |
|-------------------------------|-----|----------------|-----|
| Prague | 765 | Terezín | 150 |
| Děčín | 423 | Milovice | 101 |
| Bedřichov | 301 | Kamenice | 95 |
| Lomnice nad Popelkou | 250 | Jedovnice | 77 |
| Babice nad Svitavou | 220 | Syrovice | 41 |
| Nové Město na Moravě | 187 | Washington D.C | 26 |
| Písek | 177 | Portland | 24 |

Source: Custom table creation

On the main profile of Běh republiky were communicated general information or top facts about the event, and on the sectional events were information appropriate for the particular town.

Through Facebook were used several tools of promotional mix. Sales promotion was applied as a contest, that should entertain fans and engage their activity. Fans of the Facebook page could respond to the question, what would they wish to the republic for her birthday and post the answer into the comments section. Prizes were vouchers for wellness in hotel Corinthia, that was a sponsor which contributed with prizes to the raffle, or 2 free entries to the race. Draw of the winner was random. Reaction to the contest was 18 likes, 2 shares and 25 comments.

- Běháme pro radost
- Partáci na sport Praha
- Sportovní akce Praha
- Asociace studentů FTVS
- Chytrý sportovní trénink
- Běh Brno

5.1.8.4 Instagram

Instagram of Sokolský běh republiky is not as used as Facebook for the communication. At this moment it has 293 followers and posts are being added there occasionally. During the preparation for the event of 2019, only the most important stuff was communicating on Instagram, like video invitations of the ambassadors, and the PPC advertising was also used there. It was possible to purchase tickets via Instagram. Each post had in average 15 hashtags.

5.1.8.5 YouTube

Běh republiky uses YouTube channel for publishing videos from the event.

5.1.9 Influencer marketing

The goal of using influencers during the first season was to get the event into people's awareness. According to the spokesperson of the event (Interview, 2020), ambassadors were a huge part of the first-year communication. They helped to promote event via video invitations, via their attendance at the event, and via promoting the event on their social media. Following chart shows the activity of Ambassadors followers towards posts regarding Běh republiky on Ambassadors Instagram.

Chart n. 8: Promotion of Běh republiky on ambassadors Instagram

| | | | |
|-----------------|---------|------------|-----------------|
| David Svoboda | 1 post | 830 likes | 18.5K followers |
| Vít Přindiš | 1 post | 459 likes | 6425 followers |
| Jiří Ježek | 1 post | 378 likes | 4645 followers |
| Miloš Škorpil | 1 post | 38 likes | 4687 followers |
| Tomáš Touha | 2 posts | 1407 likes | 22K followers |
| Ollie Roučková | 1 post | 82 likes | 6089 followers |
| Ludvík Cimburek | 1 post | 25 likes | 162 followers |
| Eva Fryšarová | 1 post | 108 likes | 3099 followers |

Source: Custom table creation

Based on the interview with spokesperson of the event (Interview, 2020), ambassadors were chosen based on acquaintances. They participated in event and helped to promote it voluntarily, what means that they were not paid. Project on its first year, did not have the budget for paid ambassadors. Some of them work with Raul company on the other projects, so this was considered as a little help based on good relationships. Equivalent for them was their visibility and their name connected with sport, history and Czech country.

Prague race, which was the biggest one had the most ambassadors, altogether 8 of them. **David Svoboda** who is an olympic winner in modern pentathlon, **Vítek Přindiš** - professional kayaker, **Miloš Škorpil** – Czech father of running who has his own running school, **Jakub Kohák** who is a Czech actor, **Jiří Ježek** – successful handicapped cyclist, **Jan Pirk** – excellent professor and doctor and **Tomáš Touha** who is an influencer with 22 000 followers on Instagram. **Jakub Flejšar** ex- coach of Eva Samková.

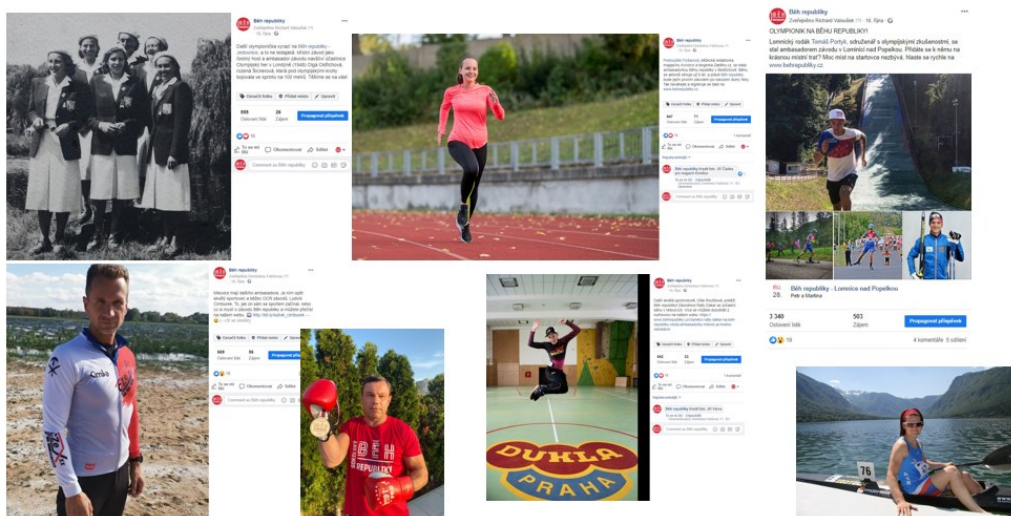
Picture n. 12: Prague ambassadors



Source: Internal secondary data

Regional races had also their own ambassadors who were famous in particular region. **Ludvík Cimburek** and **Ollie Roučková** who are obstacles runners took place in Milovice. **Lenka Hrochová** who is a kayaker represented Děčín. **Roman Kracík**, champion in kickbox represented Terezín. Olympic athlete **Olga Oldřichová** was an ambassador for Jedovnice. **Eva Fryšarová** who is a chief redactor of magazine Kondice was an ambassador for Bedřichov. **Tomáš Portyk** is junior Olympic representant who participated in Lomnice nad Popelkou.

Picture n. 13: Regional ambassadors



Source: Internal secondary data

5.1.10 Charity

According to the spokesperson of the event (Interview, 2020), Sokolský běh republiky is not supporting any charity yet, however they would like to connect it with Sokol's charity – Sokolská kapka krve.

5.1.11 Direct marketing

As it was already mentioned, for the premiere year direct marketing neither viral marketing, neither WOM marketing could be effectively used. According to the spokesperson of the event (Interview, 2020), even though company has internal database of many runners from the other projects, due to the GDPR, each of the database can be used only for the particular project. That did not make it possible to work with direct marketing in the first season. For the race in 2020, the database of runners is already created, and company wants to send personalized invitation to each runner. For example, invite runners from Prague to race in Prague, and from the other region to that region.

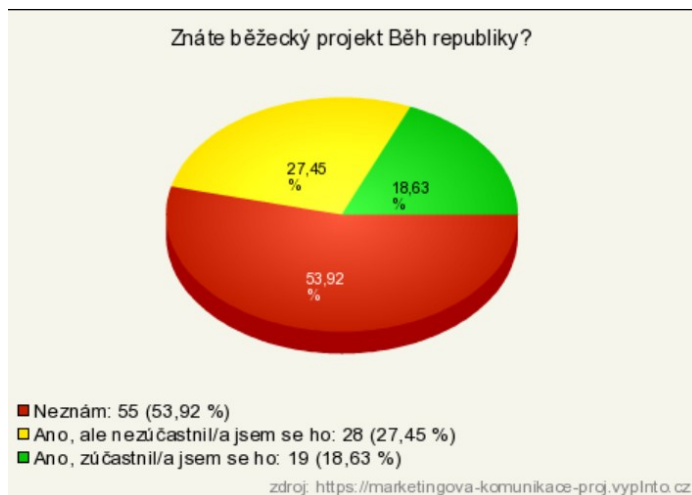
6 Questionnaire results

As mentioned in methodology, electronic questionnaire was used to find out the public awareness of the event, and for gathering the objective answers to the questions that could help with an improvement of the marketing communication of Běh republiky in following seasons. Responses were collected from 15th of May to 3rd of July.

Questionnaire's sample consisted of 102 random responders out of which were 65 women and 37 men. It means that women created 63,75% of the responders and men 36,27%. 92,16% tend to attend running events and 7,84% do not attend running events.

6.1 Awareness of Sokolský Běh republiky

Results from the first question exposed on how many runners have heard about project Běh republiky, and if they had participated in the premiere season 2019. 55 runners (53,92%) did not know the event. 28 respondents (27,45%) have heard about it but did not participated in season 2019 and 19 (18,63%) said that they knew the event and participated in season 2019.



Following question asked if those who had participated in season 2019, would have recommend the event to the other people. And the response was 100% yes. Those, who knew the event, but did not participate were questioned, why not. Eight (28,57%) responders said that they had not participated, because they preferred another race around that time. Five (17,86%) said that the race was not happening in their location. Four (14,29%) of them said that they did not make the registration on time. Two people

(7,14%) said that the price of starting fee was too high. Four responders (14,29%) said that they were not interested. Five responders (17,86%) had different reasons. 3 of them did not know the race at that time and two could not participate.

People who knew the project were asked in the following question, if they had known that race is also a celebration of the Czechoslovakian anniversary. 90,7% responded positively and only 9,3% said that they did not know.

6.2 Communication

People, who said that participate in running events where asked in half-open question, where do they usually get the information about those events. 70,21% said that they got the information on social media. 44,68% got the information from family and friends. 42,55% learnt about running events from the special date running database, that can be found on the running portals. 14,89% got the information on running forums. 6,38% hear about the event from the mass media, 10,64% people got the information from out-of-home advertising and 4,26% from the influencers.

Next question was asked, what plays a role, while considering the attendance on the running events. Responders were asked to choose at least one of the options or write their own. In 82,22 % of the cases it was the length of the race. 80% decides depending on location. 45,56 % said that important factor is the price. 40% of the runners are considering the purpose of the race. 16,67% look at the programme of the race and 10% are interested in prizes.

Another question searched what kind of propagation the responders see more interesting when comes to the promotion of the running events. They could again choose one or more options. 77,27 % said that they liked video invitations on social media. 32,95 % said that they preferred out-of-home advertising. 30,68 % liked the promotion in TV as reportage or as a video invitation. 11,36 % were interested in article in newspaper and 9,09 % voted for the interview in the radio.

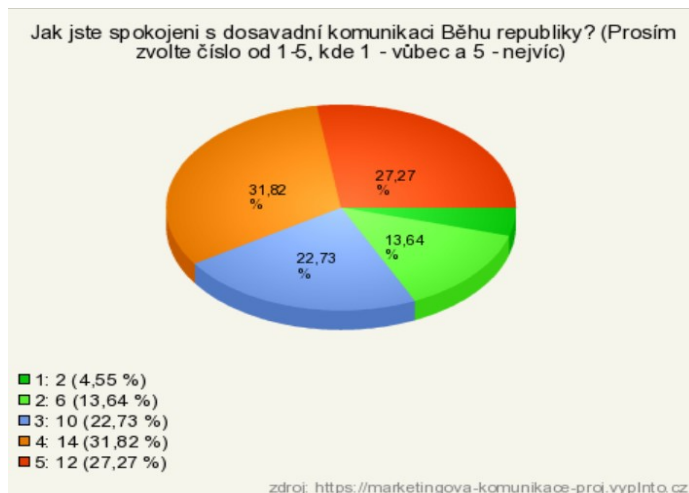
Next question asked, if presence of the famous people on the event influences the decision making about participating in the event. As the chart below shows, most of the responders said that the famous people on the event did not influence their decision.



6.3 Communication 2019

Following part is referring to the responders who responded that they knew the project Běh republiky. Number of people responding to the following questions is 44 out of 47, so we can assume that 3 of them left the questionnaire unfinished.

Satisfaction with existing communication of project was evaluating in question number 10. Responders should evaluate on a scale from 1 – 5, where 1 meant not satisfied at all, and 5 meant completely satisfied. 27,27% where completely satisfied. 31,82% chose number 4, what meant that they were more than less satisfied. 22,73% said that they were middle satisfied with the communication. 13,64% responded with number 2, so they were not that much satisfied and 4,55% said that they were not satisfied at all.



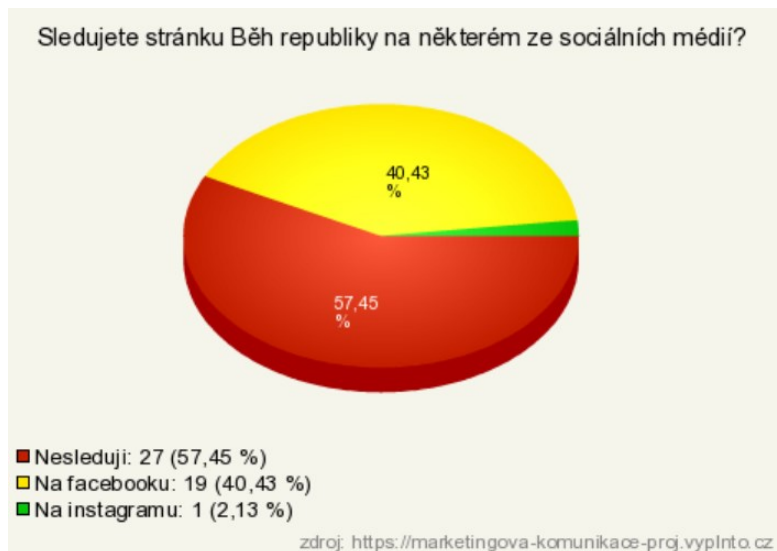
Continuation of the previous question were for the people who had responded with number 3, 4 or 5. The question was voluntary and asked why they were not satisfied. Two people responded that the race was not attractive enough for them. 1 person said that would prefer better communication on social network, 1 said that promotion was not effective as she found out about the race by accident, and 1 racer said that price was too high.

Results from the question number 12 revealed, how did the runners find out about the race. 54,35% said that they found out about the race on Facebook. 39,13% observed about the event on the internet. 19,57 % of the responders heard about the event from their friends and 4,35% noticed the out – of - home promotion. 4,35% also got to know about the race from Sokol unity.

Out of 19 runners who had participated in the race, 66,67% said that had enough information before the day of the race and 33,33% said that they were not informed sufficiently.

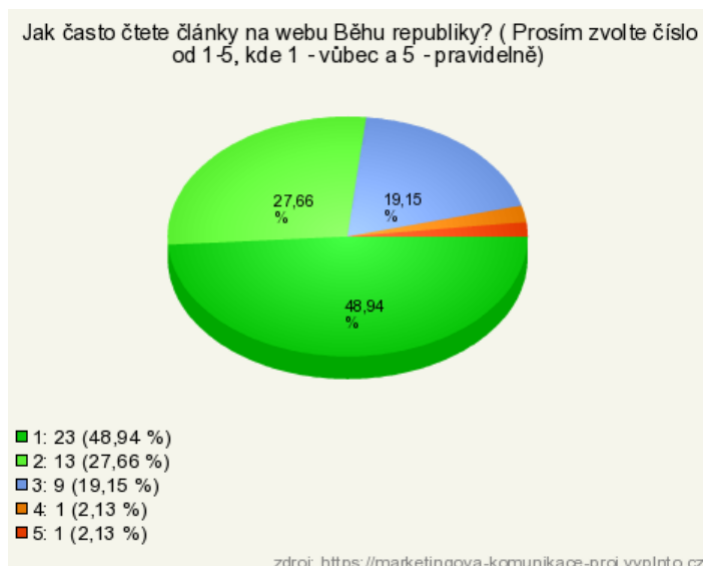
6.3.1 Social media

In the question, if responders follow Sokolský běh republiky on any of the social media, out of 47 responders, 57,45% said that they do not follow Běh republiky on any of the social media. 40,43% said that they follow race on Facebook. And only one responder, what was 2,13% said that follows race on Instagram.



6.3.2 Webpage

The question was targeting the interest of responders in published articles on webpage of Sokolský běh republiky. Responders were supposed to evaluate how often do they read the articles on webpage. 48,94% said that they do not read articles on webpage at all. 27,66% said that they check on the articles very occasionally. 19,15% admitted that they read articles sometimes. 4,26% confirmed that they read articles regularly.



Next question referred to both - webpage and social media. Runners were asked, what kind of articles or posts would they like to see more often online. This question could be responded with more than one answer. 63,83% success had articles that would be about running. 38,3% of interest would have articles that are generally about sport. 31,91% got

social media challenges. 23,4% voted for more contests and 23,4% about Sokol and history. 5 responders said that they are not interested in any articles or posts.

6.3.3 Campaign

Another question asked responders, where did they notice promotion of Sokolský běh republiky. Responses to this question showed, on which of the distribution channels, responders noticed campaign the most. More than one options could be chosen. Internet got the highest score of 61,7% together with social media (57,45%). Out-of-home advertising was noticed with 14,89%, sales promotion on the other running events got 6,38% and TV with Radio 6,38%.

7 Discussion

Presentation of theoretical backgrounds in marketing communication helped us to better understand the promotional mix and its instruments that were implemented in practical part of the thesis.

As mentioned by KARLÍČEK (2018), for successful promotion, it is necessary to follow communicational goals that come out of the overall marketing goal. From the interview, we know that the main goal was to activate the brand Sokol. We also know that season 2019 was challenging, because the race was new to the market, what means people did not know it, and there were only 2 months available for the campaign and propagation of the event. Partial goals set for the communication in 2019 were to put the race into the awareness of the public and reach at least 2000 runners.

From the results we know that the goal of 2000 runners was accomplished, but how much got the event into the awareness of the people is questionable. The results from the questionnaire, that were collected 7 months after the first race of Sokolský běh republiky, showed that more than a half of the responders did not know that project exists.

From the results we can see that promotional mix of 2019 consisted of advertising, sponsorship, public relations and sales support. All these communication activities were narrowly linked, so sometimes it was even difficult to decide if the promotion was based on a partnership or advertising. We can summarize that thanks to the good maintenance of the relationships between Raul company and the other parties, it was possible to create a low-budget campaign with a usage of many promotional instruments and reach the set goal of 2000 runners in the first season.

Results from the questionnaire revealed that 80% of the people consider their attendance on running events depending on the location and 40% are considering the purpose of the race. According to the interview, the idea is to increase the number of involved regional Sokol unities every year. This will extend the race to more places and enable more people to participate. According to the interview, Běh republiky is thinking of supporting Sokol's charity in the future, what would give additional character to the race, and might potentially attract more runners as they would feel, they run for a good thing.

According to the marketing trends for 2020, personalization is being more desired by consumers. Based on the interview, Sokolský běh republiky will use direct marketing and personalized messages in the following seasons as they gained the access to the personal data of the client during the premiere race. In connection with already created database, it will be possible to send personalized newsletters to the runners, who have participated in the last year.

Another trend mentioned in marketing trends for 2020 by Forbes is interactive content. It is verified, that interactive content keeps consumers longer time on the website. Webpage of Sokolský běh republiky does not involve interactive content, yet. In my opinion, interactive content could be involved on the webpage or on the social media, in terms of 3D track tour instead of basic picture of the track. The other way, how to get people interact could be through posts which would require some activity and later would bring an information to the followers. For example, one question survey about history or Sokol, or running, or sport, or event itself, and after some time during that people would vote, it would give an answer. It would also accomplish the results from the survey, where around 63% responded that they would like to see more posts about running and 23 % about Sokol.

Substantiated with marketing trends for 2020 and the results from the survey, video content has a great marketing impact. According to the questionnaire, 77 % said that they find interesting video invitation for the race on social media and other 30 % stands for the video invitation in TV. In the first-run season, 9 video invitations were used on social media for the promotion. As stated in a paragraph above, video content can be also classified as an interactive content, and as it got a positive feedback from the results, video promotions and video content could be used with higher frequency and even on a webpage, not only on social media. Altogether, the written content mixed with interactive and video content create a significant content strategy.

Based on the theoretical part, influencer marketing is crucial in terms of sales and engaging people into the product's activities. According to the results from the interview, influencers (ambassadors of the event) were used mainly for advertising the event and for raising the awareness of the event. From the chart n. 8 – Promotion of Běh republiky on the ambassadors Instagram is visible that posts on Instagram of the influencers did not

impressed many people as the number of likes is low in relation to the number of their followers. In consideration of all the previous statements influencers should be used more for the sales support than for the advertising. According to the Instagram policies it is legal to ask people to tag another person on the post or share the content. Due to the higher number of followers on the influencers accounts, influencers could be asked to support the promotion of Sokolský běh republiky through a contest on their profiles, where people could win the tickets. People can be asked to share the content with another person, tag friends or start to follow account of Sokolský běh republiky. Those who meet the conditions could be drawn and win.

Based on the theoretical part WOM and viral marketing are considered as the most effective ways of promotion, while carrying a positive information or feedback. Referring to results, 100% of responders who have participated last year would recommend the race to their friends.

In summary, we can see that many of the marketing trends for a year 2020 were followed already during the event's promotion in 2019. Video content, working with the influencers and micro – influencers, shoppable posts on social media and native advertising. Native advertising can be seen on the pictures in results section, where the advertising of Běh republiky appeared on the webpages and social media pages of other businesses. Au contraire, coming from the theoretical knowledge and results from the research, project could improve the communication in several ways. Some of them were already mentioned in discussion.

Based on all the previously mentioned information, researcher suggests implementing several points for more effective marketing communication:

- **Personalization** – centre the already existing communication towards clients needs, build stronger connection with already existing customers and focus the overall strategy into an inbound marketing.
- **Significant content strategy** – combine the written content with more of the video content and mainly use the interactive content to keep the customers on your webpage

- **Change of the purpose for using influencers** – emphasise their role more in sales support than in just information advertising
- **Support the effect of viral marketing** – make people share their experience from the event, encourage the followers to tag their friends and to share the content. Good way to do so can be also with a help of the ambassadors
- **Connection with a charity** – connecting with a charity event could bring beneficial character to the event and attract more runners
- **Increase the online advertising** – focus the advertising online to appear more often in searching database based on the key words (SEO – search engine optimization), YouTube advertising is worth to try as the webpage had many visitors and it offers different ways of pricing.
- **Greater involvement of communication on the Instagram** – this can be achieved with linked webpage to the Instagram profile, sharing the regular content on Facebook also to Instagram stories or feeds, creating the headlines of different categories on Instagram for example each region could correspond to one headline, where would be pictures from the regional race.
- **Hold the communication on the active level during the whole year, but start the more intense campaign well in advance**

8 Conclusion

The aim of this bachelor thesis was to present an evaluation of marketing communication of Sokolský běh republiky based on the data gained through an in-depth interview and the internal secondary documents provided by spokesperson of the event. Outcomes from the electronic questionnaire served as a supplement to the partial goals of the thesis and showed the public view and interests in the event.

The special thing about examining marketing communication of this event was that the season 2019 was the first season of the event and people were not aware of it. Even though the communication of the event was covered by an experienced sports marketing company due to its premiere it was challenging to succeed on the market of the running events and attract a great number of runners.

According to the results, marketers of the event managed to perform low budget campaign while using many promotional instruments, and so achieve the goal of 2000 runners in the first year. Marketing communication of Sokolský běh republiky 2019 could be considered as successful due to the achieved goals. On the other hand, the used amount of campaign indicates potential of higher numbers.

For the future communication and campaign of the event, marketers plan to use forms of direct marketing, what is also highly recommended by me as a researcher. The other recommendations point at an improvement of online content strategy. Video content appeared very popular and requested between responders, while articles did not meet with a big popularity. The other forms of online interaction with internet followers of the event are also recommended and more concretely mentioned in the discussion. Another advice is to increase the communication on Instagram as it can extend the spectrum of the followers and raise the awareness of the event. It is a good thing that hashtags are being used while posting, but it is efficient to tag also a location on the posts as it also makes posts more visible. The webpage of the event includes directly linked connection to Facebook profile of the event, and so also the link to the Instagram would be recommended.

Even though the goal of 2000 runners was achieved, the amount of used communication and placed campaign had much bigger potential. If the only reason for not being able to attract more runners in the first season was a lack of time, or if there were another reason could be the subject of further research. Another subject worth the future research is the achievement of public awareness as referring to the survey results appears very questionable. The potential future analysis could also measure the influence of WOM and viral marketing from season to season, while interesting point could be to see the difference in marketing communication of the first season and marketing communication in the second season.

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Attachment n. 1: Informed consent

INFORMOVANÝ SOUHLAS

Vážený pane, vážená paní,
v souladu se Všeobecnou deklarací lidských práv, zákonem č. 101/2000 Sb., o ochraně osobních údajů a o změně některých zákonů, ve znění pozdějších předpisů a dalšími obecně závaznými právními předpisy (jakož jsou zejména Helsinská deklarace, přijatá 18. Světovým zdravotnickým shromážděním v roce 1964 ve znění pozdějších změn (Fortaleza, Brazílie, 2013); Zákon o zdravotních službách a podmínkách jejich poskytování (zejména ustanovení § 28 odst. 1 zákona č. 372/2011 Sb.) a Úmluva o lidských právech a biomedicíně č. 96/2001, jsou-li aplikovatelné), Vás žádám o souhlas s Vaší účastí ve výzkumném projektu na UK FTVS v rámci bakalářské práce s názvem: Marketingová komunikace projektu Běh republiky. Výzkum bude probíhat v období od května 2020 do června 2020. Interview se uskuteční v prostorech společnosti Raul s.r.o. / Přivozní 2a / 170 00 Praha 7

Cílem této bakalářské práce je zanalyzovat marketingovou komunikaci projektu Běh republiky a následně navrhnout metody zlepšení a zefektivnění komunikace tohoto projektu pro příští ročníky. Budu s Vámi vést volný dialog ohledně marketingové komunikace projektu. Rozhovor budu nahrávat na mobilní telefon, poté bude nahrán do počítače a z mobilního telefonu bezprostředně celý smazán. Po přepsání rozhovoru a anonymizaci osobních dat bude nahrávka smazána do týdne od jejího pořízení. Neanonymizovaná nahrávka verze rozhovoru bude bezpečně uchována pouze u hlavního řešitele na heslem zajištěném počítači v uzamčeném prostoru a nebude nikde zveřejňována. Po přepsání Vám bude text předložen ke schválení. Zveřejněny budou pouze přepsané anonymizované a Vámi schválené rozhovory či jejich části.


Vaše účast v projektu je dobrovolná a nebude finančně ohodnocena.
Výzkumu se nezúčastníte s akutním (zejména infekční) onemocněním.
Rizika prováděného výzkumu nebudou vyšší než běžně očekávaná rizika v rámci tohoto typu výzkumu.

S celkovými výsledky a závěry výzkumného projektu se můžete seznámit v bakalářské práci v studentském informačním systému (SIS), v nebo na e-mail adrese domi.fabsova@gmail.com

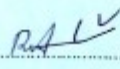
UNIVERZITA KARLOVA
FAKULTA TĚLESNÉ VÝCHOVY A SPORTU
Josef Martího 31, 162 52 Praha 6-Vešelavín

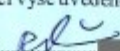
Ochrana osobních dat: Data budou shromažďována a zpracovávána v souladu s pravidly vymezenými nařízením Evropské Unie č. 2016/679 a zákonem č. 110/2019 Sb. – o zpracování osobních údajů. Budou získávány následující osobní údaje: jméno a příjmení a e-mail, které budou bezpečně uchovány na heslem zajištěném počítači v uzamčeném prostoru, přístup k nim bude mít řešitel práce, Dominika Fabšová. Uvědomuji si, že text je anonymizován, neobsahuje-li jakékoli informace, které jednotlivě či ve svém souhrnu mohou vést k identifikaci konkrétní osoby – budu dbát na to, aby jednotliví účastníci nebyli rozpoznatelní v textu práce. Osobní data, která by vedla k identifikaci účastníků výzkumu, budou do 1 dne po testování anonymizována. Získaná data budou zpracovávána, bezpečně uchována a publikována v anonymní podobě v bakalářské práci, případně v odborných časopisech, monografiích a prezentována na konferencích, případně budou využita při další výzkumné práci na UK FTVS.

Pořizování fotografií/videl účastníků: Během výzkumu nebudou pořizovány žádné fotografie, ani videozáznamy.
V maximální možné míře zajistím, aby získaná data nebyla zneužita.

Jméno a příjmení předkladatele a hlavního řešitele: Dominika Fabšová projektu:
Jméno a příjmení osoby, která provedla poučení: Dominika Fabšová Podpis: 

Prohlašuji a svým níže uvedeným vlastnoručním podpisem potvrzuji, že dobrovolně souhlasím s účastí ve výše uvedeném projektu a že jsem měl(a) možnost si řádně a v dostatečném čase zvážit všechny relevantní informace o výzkumu, zeptat se na vše podstatné týkající se účasti ve výzkumu a že jsem dostal(a) jasné a srozumitelné odpovědi na své dotazy. Byl(a) jsem poučen(a) o právu odmítnout účast ve výzkumném projektu nebo svůj souhlas kdykoli odvolat bez represí, a to písemně Etické komisi UK FTVS, která bude následně informovat předkladatele projektu. Dále potvrzuji, že mi byl předán jeden originál vyhotovení tohoto informovaného souhlasu.

Místo, datum Praha 16.20
Jméno a příjmení účastníka Richard UK Podpis: 

Souhlasím s textem přepsaného a anonymizovaného rozhovoru v rámci výše uvedeného výzkumu.
Místo, datum Praha 16.20
Jméno a příjmení účastníka RICHARD VAJONČEK Podpis: 

Attachment n. 2: Semi- structured interview with the spokesperson of the event

Jak vznikl Sokolský běh republiky, koho to byl nápad a proč?

Osobně jsem stál u zrodu více závodů a projektů, a Sokolský běh republiky se od nich nějak výrazně nelišil. Naše agentura pracuje pro Sokol, a proto jsme přemýšleli jako tu značku aktivovat, dostat ji obecně více do povědomí lidí, s tím, že k tomu vymyslíme hezký projekt. Běh je teď velmi populární, a navíc se blížilo 101. výročí založení Československa, takže jsme vymysleli heslo, že rozběhneme další stovku, a že uděláme běžecký závod. Myšlenkou bylo spojit všechny ty jednoty a lidi po republice, do budoucna třeba i po světě, rozběhat lidi a vběhnout společně do další stovky naší země. Nápad to byl tedy interní, agenturní, Sokolu se to líbilo, takže nic nestálo v cestě. Největším problémem byl čas, protože se to začalo realizovat až někdy po letních prázdninách a závod se měl konat na konci října. Další výzvou, zejména marketingovou a komunikační bylo to, že Sokol je obrovská značka i co se týče historie, tak i tradic, které jsme se snažili maximálně dodržovat, podpořit a udělat akci, která bude důstojná k jménu Sokol.

Komu konkrétně byl závod určen a jakou cílovou skupinu se snažil oslovit?

To je takový kolorit dnešních závodů. Všichni říkají, že je závod určen pro všechny, a popravdě řečeno i Sokolský běh republiky byl pro všechny. Měli jsme tam dětské závody, to znamená, že to bolo určené pro to, aby si tam rodiče mohli vzít i děti a následně běžet ty dospělé závody. A už jenom dle ty délky trati, která byla většinou kolem 5 km, tak je jasné, že to bylo primárně pro začátečníky. Profesionální běžci to asi moc nevyhledávali, nebyla tam totiž žádná extra odměna nebo price money, na které jsou zvyklí, takže spíš to bylo pro začátečníky, širokou veřejnost, a hlavně pro lidi, co chtějí společně oslavit jejich zemi a výročí. Takže pro ty, co mají nějaký vztah k Sokolu nebo historii. Snažili jsme se je i motivovat, aby měli vlajky na obličejí, aby startovali v trikolóře a podtrhnout hrdost, a probudit vlastenectví.

Jaké další cíle si kladl závod ještě před jeho začátkem?

Primární agenturní cíl byl uspořádat krásný pražský závod, protože ten jsme pořádali my v Praze. Dalším cílem bylo mít 2000 závodníků po celou republiku, oslovili jsme sokolské jednoty napříč republikou. V prvním ročníku jich bylo 12, což stačilo pro vytvoření nějaké základny, pro další ročník jich už máme kolem 20. Ta myšlenka je to rok, co rok zdvojnásobovat. Díky tomu, že závod pořádaly vysloveně sokolské jednoty jsme mohli mít závod i v zahraničí, v USA a i to nám pomohlo dosáhnout na číslo 2000.

Jaké nástroje marketingové komunikace byly pro projekt Sokolský Běh republiky využívány?

Nejdůležitějším prvkem pro úspěšné uskutečnění závodu byly partneři. Ti jsou klíčoví pro to, aby projekt dokázal stát na pevných základech. Primárním sponzorem tohoto projektu byl Sokol, který poskytl například zázemí. To hodně snížilo náklady, protože jinak by se to muselo normálně pronajmout za velké peníze. Dále díky vodě Ondrášovce, jsme měli dostatek tekutin pro běžce, dobrovolníky i organizátory. Trička nebo medaile jsme získali výhodně, díky kontaktům na dodavatele, se kterými spolupracujeme na jiných projektech. Generálním partnerem projektu byla skupina Čez, která poskytla základ rozpočtu. Další spolupráce byla s hlavním městem Prahou, která nám poskytla dotaci kolem pár desítek tisíc. ČEPS, Česká pošta, a dále jsme měli mediální partnery, kteří nám pomáhali jak bartrově, tak i za peníze, ale s nějakou slevou. Běhej.com, běžecký server nás dostal k běžcům. Kudyznudy a Citybe, jsou volnočasové weby, které nás přiblížili další veřejnosti. U mediálních partnerů je taktéž klíčové mít televizi. Naším partnerem byla Česká televize, kde jsme několikrát vystoupily v pořadu Sokolský zpravodaj, a vysílali reportáž před závodem i po závodě. Největší protihodnota pro partnery byla visibilita na místě. To znamená, banery, vlajky, brána, také místo na newsletteru. Dále to byly posty o partnerech na sociálních sítích, či už na stránkách Běhu republiky nebo na stránkách dalších projektů společnosti Raul. To bylo výhodou i pro samotnou komunikaci závodu Běh republiky, že se mohl komunikovat na stránkách ostatních projektů jako JIZ50 nebo Běhej lesy, které mají dosah na obrovské množství lidí. Mediální partner pro tisk byl Deník.cz, který se platí, ale díky vztahům jsme dostaly třeba 90% slevu. Finanční partneři, kterým jsme platili byli tedy jenom dva Deník.cz a rádio Impulz, kde jsme platili spotovou kampaň, že nám cca 14 dní před závodem pouštěli spoty, byla tam soutěž o startovné a rozhovory s pořadateli ve formě pozvánky.

Jaké formy reklamy byly použity na komunikaci Sokolského běhu republiky?

Outdoor reklamu jsme moc nedělali. Já osobně jsem zastáncem toho, že v dnešní době je klíčová digitální kampaň. Z digitální kampaně pak můžeme snadno zjistit kolik nás stojí, kolik lidí oslovila a kolik lidí se díky ní přihlásilo. U venkovní reklamy jako je billboard toho člověk moc neví. Někde visí, ale vůbec nevíme, kolik lidí přešlo kolem, kolik lidí oslovil a tak dále. Z outdoor reklamy jsme dělali primárně plakáty, které jsme rozposlali jednotlivým jednotám a ty si je mohly někde distribuovat v těch vesnicích, obcích a případně i městech.

Jak byl využíván online marketing?

Primární komunikace jela online. To znamená, kromě již výše zmíněných webů, to byly sociální sítě. Hlavní komunikační sociální síť tohoto projektu byl Facebook, a to z důvodu, že i Sokolské jednoty měly Facebooky a dala se tam ta komunikace jednoduše propojit. Nevýhodou nového projektu je, že má hrozně málo fanoušků, takže jsme museli dělat placenou digitální kampaň a finančně podporovat posty. Případně nám ještě samotné jednoty pomáhaly sdílet posty. Kromě Facebooku se projekt komunikoval i na Instagramu.

Jak byl využíván influencer marketing?

Obrovskou složkou prvního ročníku byly ambasadoři, které jsme oslovili a ti nám pomáhali na svých sociálních sítích. Ambasadoři pro Prahu byli například Kuba Kohák, David Svoboda, Jirka Ježek, nejúspěšnější český hendikepovaný sportovec s manželkou Soňou, profesor Jan Pirk, Miloš Škorpil, který je v podstatě guru běžeckého světa, a další. Zároveň mělo i každé další město, které se projektu účastnilo svého lokálního ambasadora, který odtud pochází a má na lokaci velký vliv. Ambasadoři v regionech rozšiřovali povědomí o projektu, což nám vlastně nahrazovalo outdoorovou kampaň. V podstatě cílem prvního ročníku bylo dostat závod do povědomí lidí, a to se těm ambasadorům dařilo nejlíp.

Dostali za to ambasadoři nějakou protihodnotu?

Ambasadorsy jsme sehnali po známostech. Za promování Sokolského běhu republiky žádnou konkrétní protihodnotu nedostali, ale tím, že s námi někteří dělají i na jiných projektech, tak jim to dokážeme vrátit tam. Projekt rozhodně neměl rozpočet na to, aby si mohl dovolit osobnosti platit. My jsme oslovili osobnosti, které známe a jsem moc rád, že nám vyšli vstříc, protože jinak bychom si to nemohli dovolit.

Byla přítomná i podpora prodeje, případně jak probíhala?

Podpora prodeje neboli propagace závodu probíhala, jak už jsem zmiňoval na eventech našich dalších projektů. Zároveň jsme se dohodli s RunTour, což je také běžecký projekt, takže tam se také rozdávaly letáky, a ještě jsme byli na Klánovickém půlmaratonu. To dávalo smysl, hlavně díky tomu, že se tam shromažďovali běžci se zájmem o závody tohoto typu, takže si ten leták pravděpodobně i pročetli, a ne ho jenom vzali a následně zahodili.

Co Běh republiky a dobročinnost? Účastní se tenhle projekt nějaké pomoci?

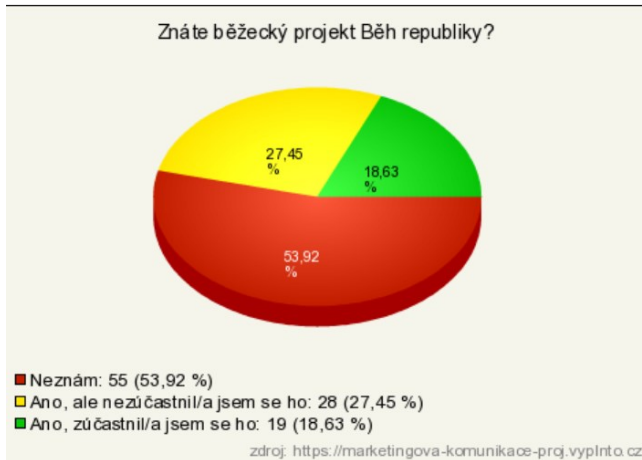
Zatím ne. Snažíme se však o propojení s nadací Sokola. Jinou nadací tam zapojit ani nejde. První rok tedy nebylo nic, ale teď u druhého ročníku se o to snažíme.

Plánujete pro tenhle ročník využít způsob komunikace formou direct marketingu?

Samozřejmě máme v Raulu nějakou databázi klientů, která vzhledem k ochraně GDPR může být využívána, vždy jenom pro daný projekt. Po prvním ročníku už máme databázi více než 2000 běžců, kterou využíváme způsobem „poběž znova“ nebo se chceme ještě více zaměřit na tu personalizaci a lidem, kteří budou mít v tomhle roce kulatý narozeniny, tak mu poslat mail v duchu: „pojd' změnit svůj styl a pojd' běhat pravidelně a s námi“, takže toto funguje, děláme to a přemýšlíme dál jak tu databázi ne jenom rozšiřovat ale i s ní pracovat. To znamená, že lidem z Prahy posíláme přímo pozvánku na pražský běh atd. Pracujeme myšlenkou z toho, že čím je to osobnější, tím dříve to lidi otevřou.

Attachment n. 3: Questions from the survey used for the results

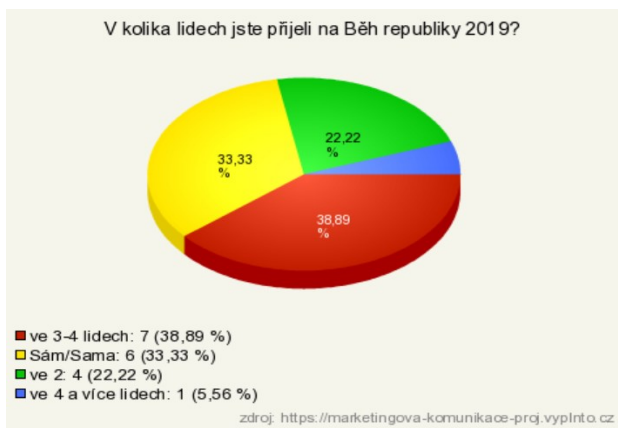
1. Znáte běžecký projekt Běh republiky?



2. Ve kterém městě jste se běhu zúčastnil/a?



3. V kolika lidech jste přijeli na Běh republiky 2019?



4. Doporučil/a byste Běh republiky Vaším známým?

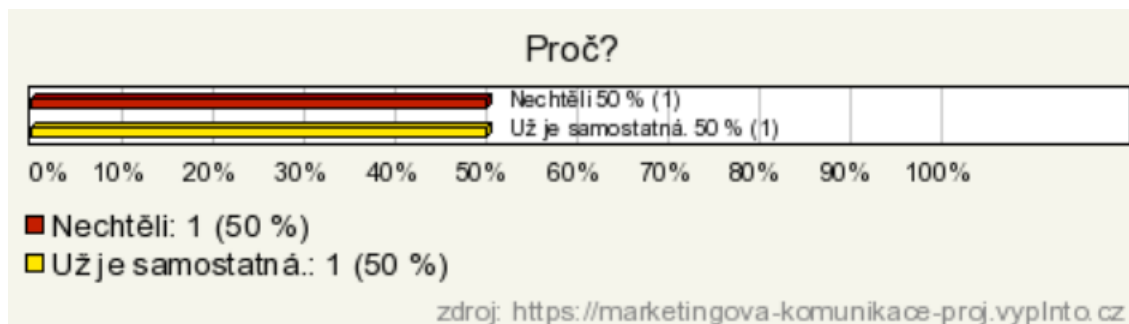


5. Vzali jste sebou na Běh republiky i Vaše děti?

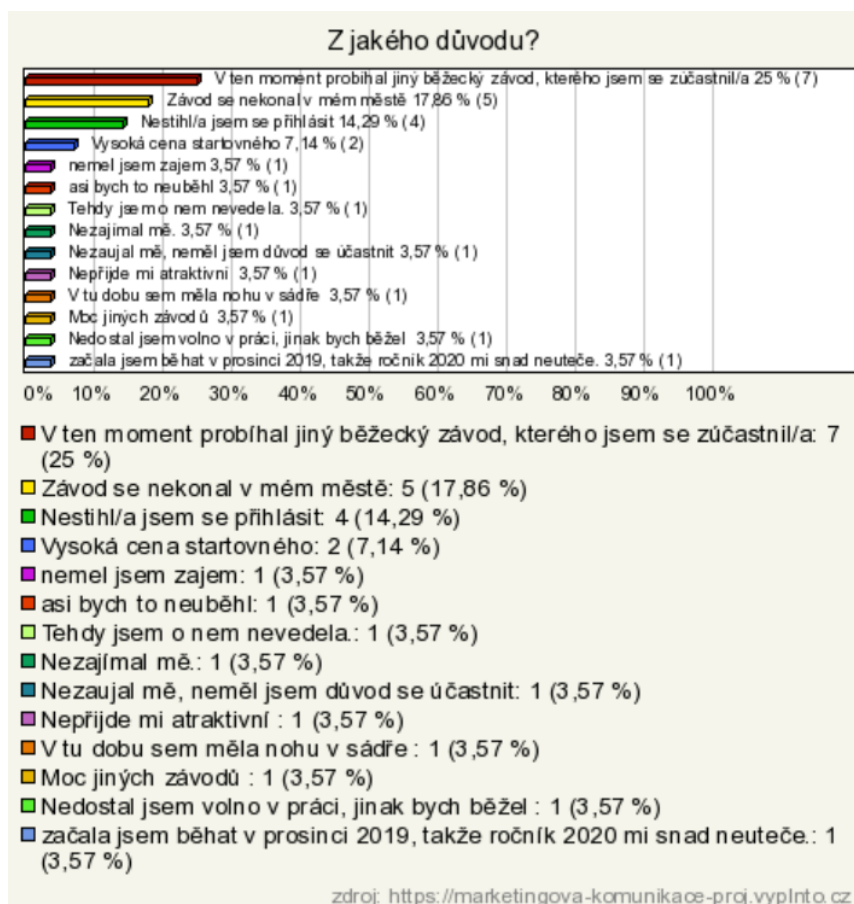


6. Otázka číslo 6 byla doplňující k otázce číslo 4, a to v případě, že by někdo z respondentů odpověděl negativně.

7. Proč?



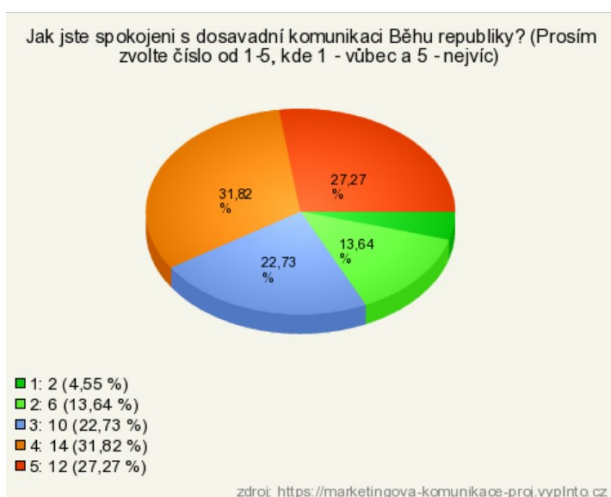
8. Z jakého důvodu jste se nezúčastnili?



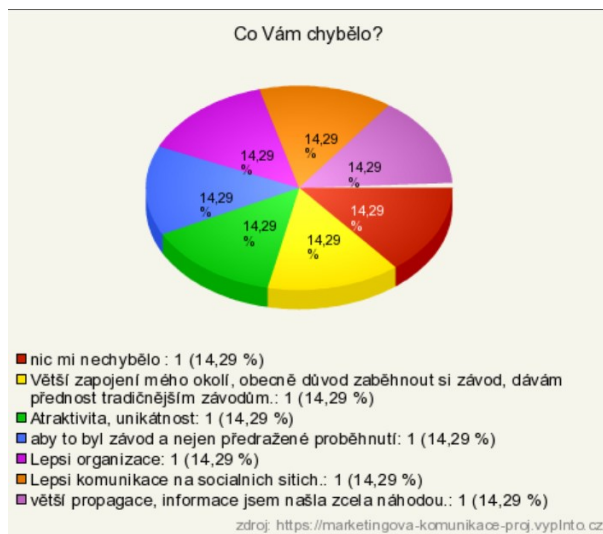
9. Víte, že Běh republiky je kromě běžeckého závodu i oslavou založení republiky?



10. Jak jste spokojeni s dosavadní komunikací Běhu republiky? (Prosím zvolte číslo od 1-5, kde 1 - vůbec a 5 - nejvíc)



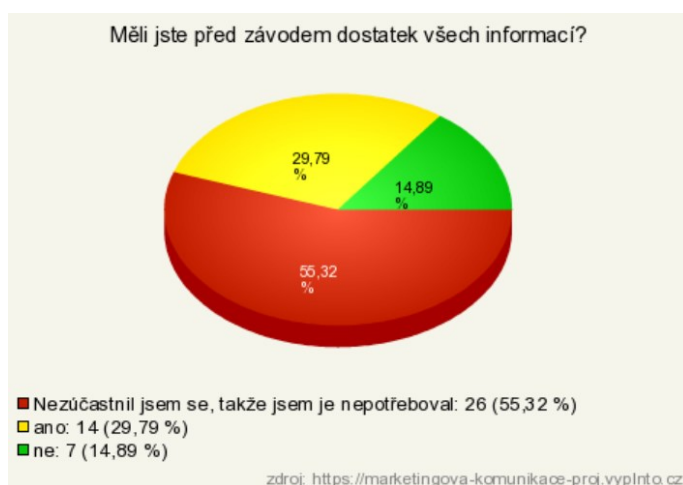
11. Co Vám chybělo?



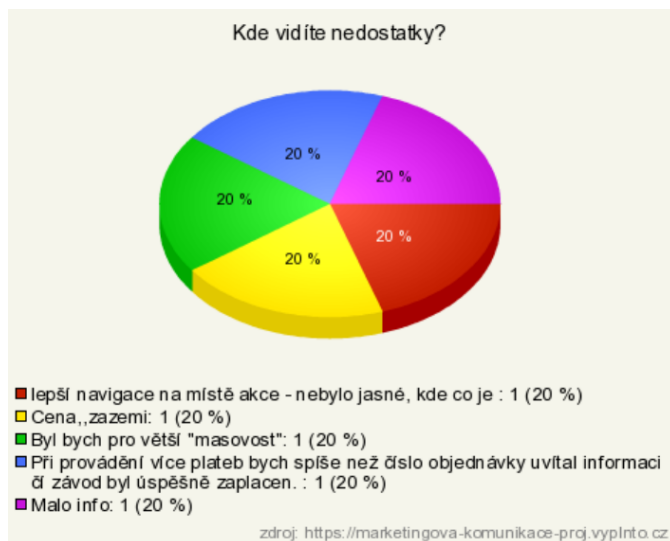
12. Odkud jste se o závodě dozvěděl/a?



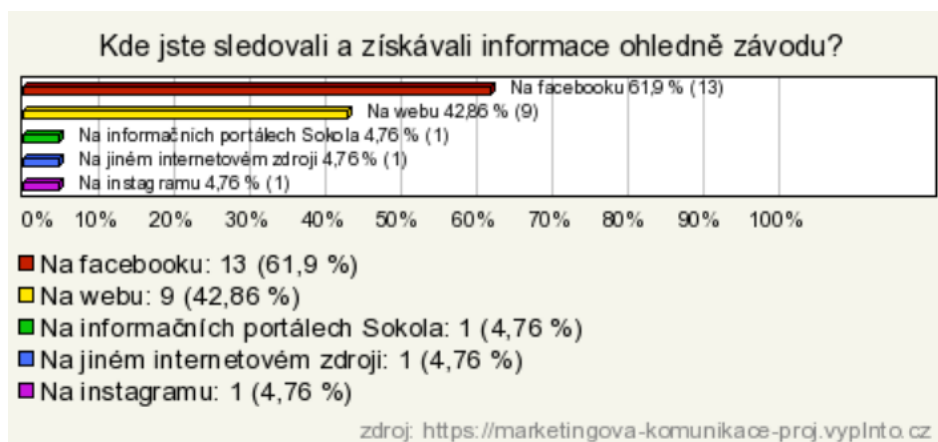
13. Měli jste před závodem dostatek všech informací?



14. Kde vidíte nedostatky?



15. Kde jste sledovali a získávali informace ohledně závodu?



16. Sledujete stránku Běh republiky na některém ze sociálních médií?



17. Zúčastnil/a jste se nějaké soutěže nebo výzvy na Facebooku?



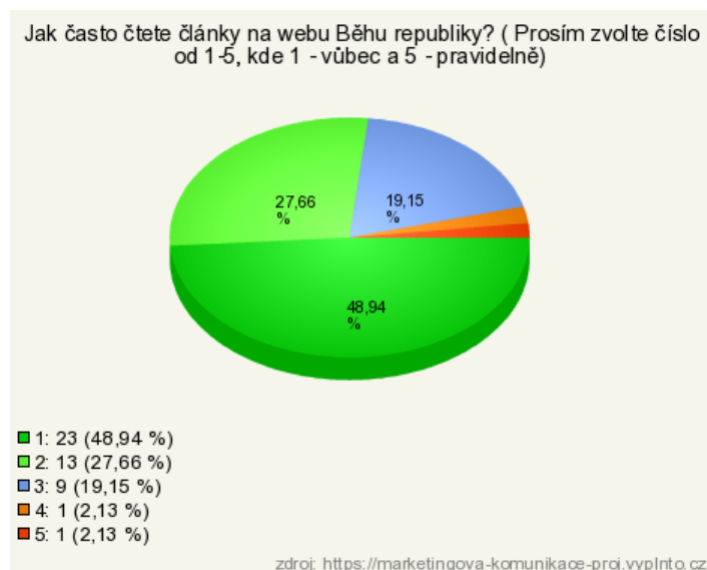
18. Která byla Vaše nejoblíbenější?



19. Chtěli byste vidět více příspěvků na instagramu?



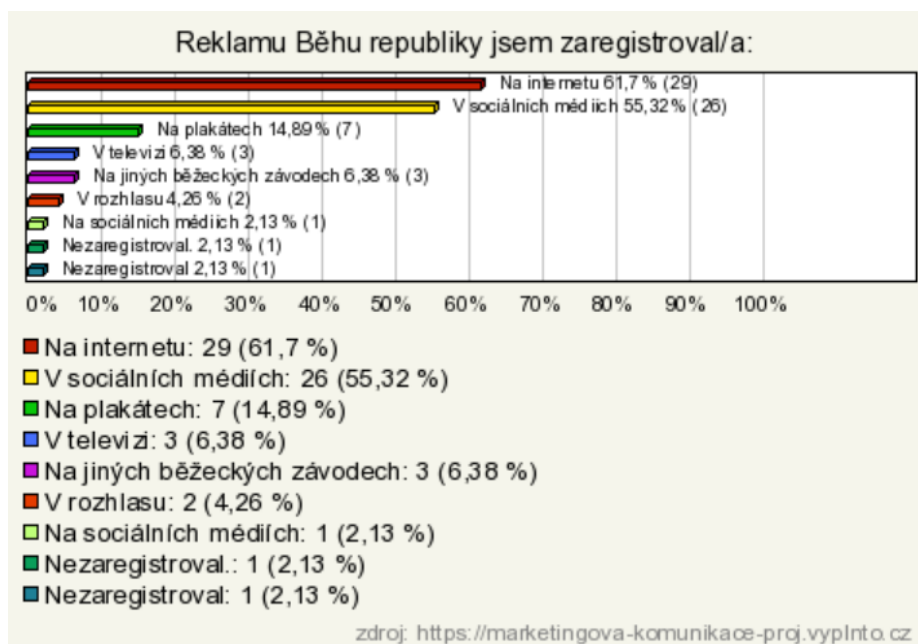
20. Jak často čtete články na webu Běhu republiky? (Prosím zvolte číslo od 1-5, kde 1 - vůbec a 5 - pravidelně)



21. Jaké typy příspěvků byste rádi na stránkách Běhu republiky viděli častěji?



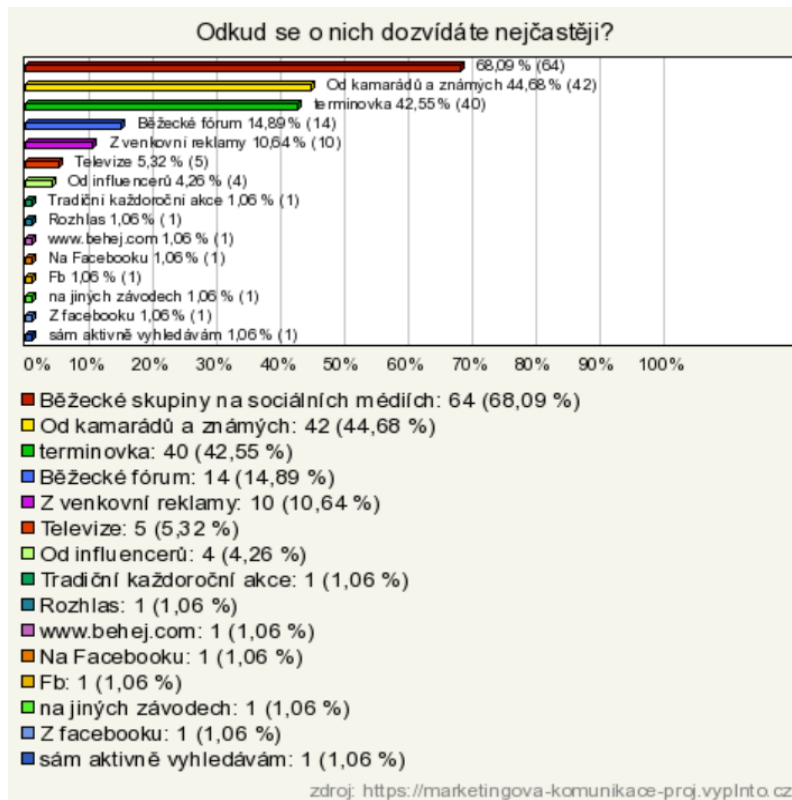
22. Reklamu Běhu republiky jsem zaregistroval/a:



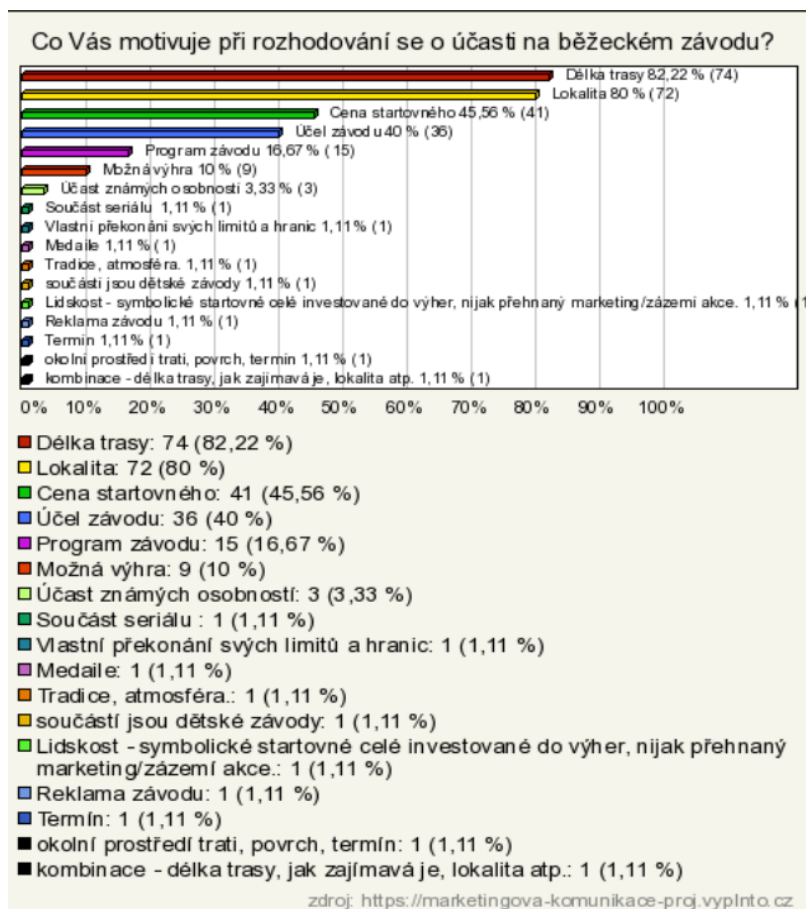
23. Účastníte se jiných běžeckých závodů?



24. Odkud se o nich dozvídáte nejčastěji?



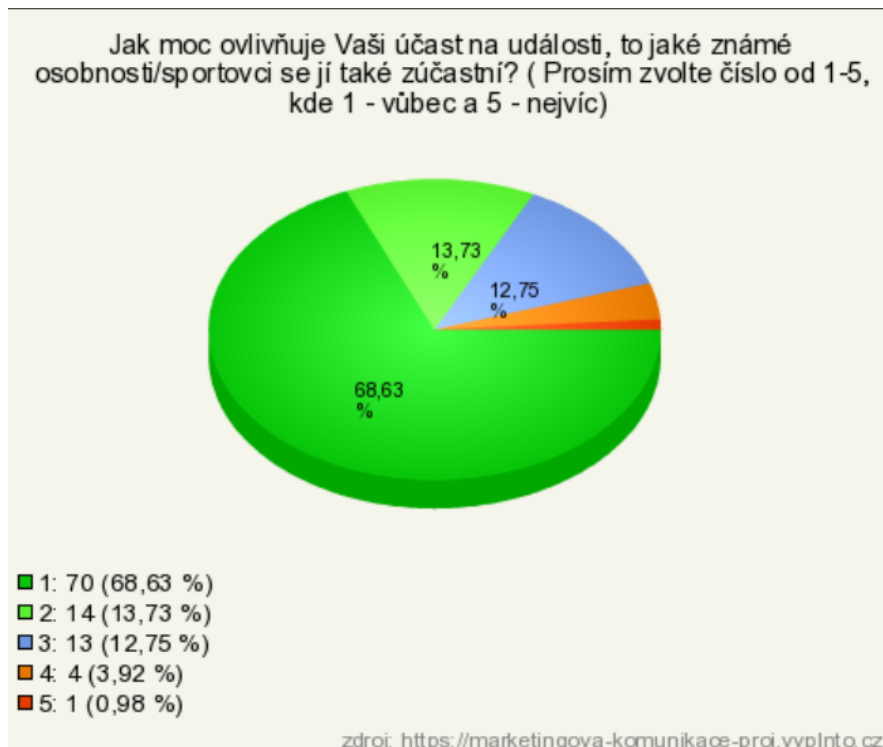
25. Co Vás motivuje při rozhodování se o účasti na běžeckém závodě?



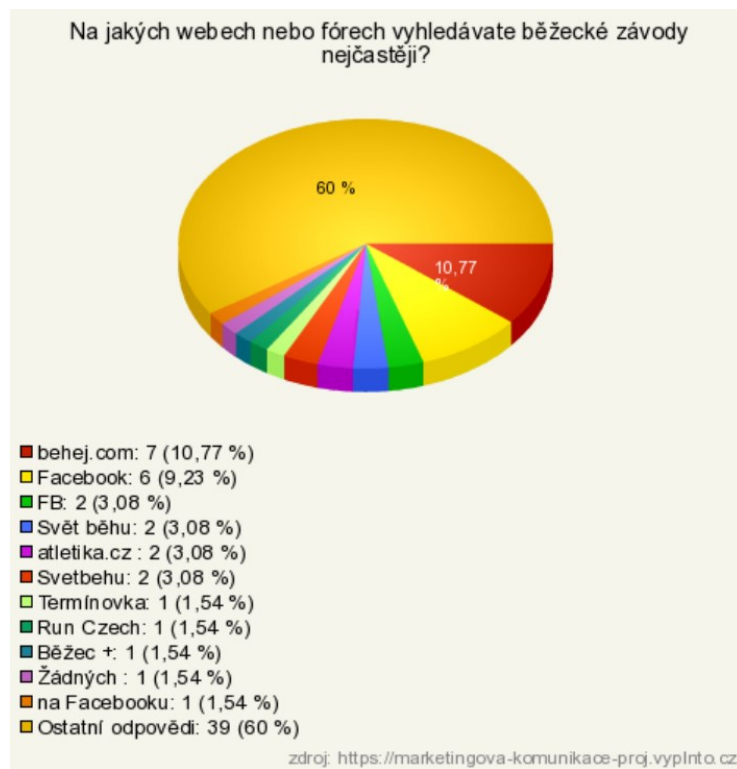
26. Jaký typ reklamy Vás u běžeckých událostí nejvíce zaujme?



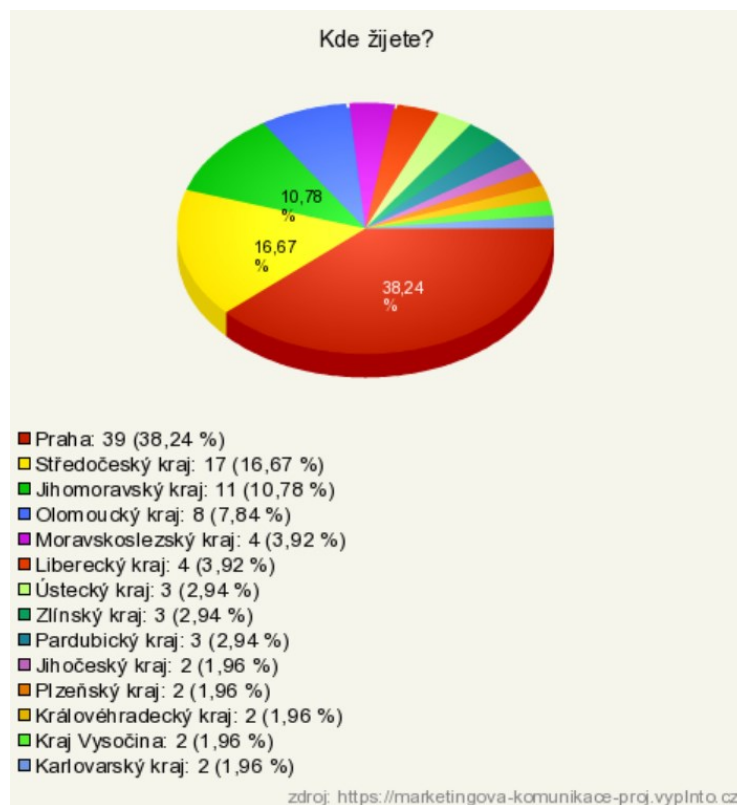
27. Jak moc ovlivňuje Vaši účast na události, to jaké známé osobnosti/sportovci se jí také zúčastní? (Prosím zvolte číslo od 1-5, kde 1 - vůbec a 5 - nejvíc)



28. Na jakých webech nebo fórech vyhledáváte běžecké závody nejčastěji?



29. Kde žijete?



30. Do jaké věkové kategorie patříte?



31. Jaké je Vaše pohlaví?

