

Abstract

The thesis Esports team as a tool of marketing communication describes the phenomenon of electronic sport and its possible usage as a tool of marketing communication. The goal of the thesis is to describe possibilities that can be used by brands to reach a new relevant audience – gamers or fans of competitive gaming. The first part of the thesis, the theoretical chapter, focuses on describing terms from gaming or esports. That should help to understand the environment and audience of this kind of communication. The history of esports, main social media, and platforms or games are described there as well. In the analytic part, the thesis focuses on case studies of the esport team eSuba and their impact on client's marketing communication in 2021 and it also analyses interviews with selected representatives of esports organizations. In the end, the thesis should be a recommendation for communication experts who want to use the esports team to promote the brand.