

Abstract

Title: Brand value perception of the Czech Olympic Team.

Objectives: The aim of the thesis is to find out the position of the Czech Olympic Team brand, including the perception of sponsors, and based on this finding to design a Customer Journey Map project for a selected partner, which would help improve the functioning, perception and attractiveness of this partnership with COT.

Methods: The theoretical part was developed through the study of professional literature. The key for data collection was a quantitative method of electronic surveying on a representative sample of the Czech population and visitors to Olympic festivals. The comparison of data from individual waves of surveys provided the greatest benefit. Based on these results, the respondents' experiences were visually processed using a special Customer Journey Map method and specific recommendations were proposed. Research by the International Olympic Committee complemented our own information about the Olympic brand.

Results: The brand of the Czech Olympic team is no stranger to the Czechs, they associate it with the Czech representation and have a positive attitude towards it. They perceive the brand as honest, positive and traditional. The most frequently mentioned partner of Czech Olympic Team is the former general partner Škoda Auto. Česká televize leads the supported knowledge. Partners Alpine Pro, Pilsner Urquell and ČEZ also received good results. The data obtained played an important role in negotiations with current and potential partners and stakeholders of the Olympic Committee to support the budget for marketing activities of the organization. Using the example of Alpine Pro, it was suggested that the partner should focus on product quality and creativity. It was also recommended that the company become more involved in Olympic projects and inform about its activities with the Czech Olympic Team outside the Olympics. The issue of sustainability in sport also has potential.

Keywords: Czech Olympic Committee, research, marketing, Customer Journey Map.