

Abstract

Title: Brand archetype of a specific hockey team in the context of crisis communication

Objectives: The main objective of this thesis is to propose a suitable archetype for the UK Kings Prague hockey team based on the collected information and place it in the context of crisis communication. Furthermore, it aims to identify a crisis situation the hockey team has faced and outline how it could be addressed or communicated using the selected archetype.

Methods: The thesis employs qualitative research methods, specifically in-depth interviews and document analysis. Thematic and emotional analysis were used to propose a suitable archetype.

Results: Based on the research findings, an archetype was proposed for the UK Kings Prague brand. The resulting archetype is the Explorer, with elements of the Sage and the Ruler. Additionally, a crisis situation the team faced in the past was described, and recommendations were provided on how to communicate a future crisis based on the proposed archetypes.

Keywords: archetype, crisis communication, rebranding