

## **ABSTRACT**

- Title:** The impact of doping on an athlete's brand
- Objective:** The aim of this bachelor thesis is to investigate how doping offences affect athletes in all aspects. That is to say, what impact will a doping violation have on an athlete's brand, on his relationships with other athletes and his fans and finally what impact will a doping violation have on an athlete's professional career in terms of legal issues such as bans or exclusion from competitions or withdrawal of prizes already won.
- Methods:** This thesis employs qualitative research in the form of semi-structured interviews with three employees of umbrella sports organisations and one former athlete. The data collected was then generalised and compared with each other and with the theoretical part.
- Results:** The result is an understanding of the issue of doping in sport and its impact on the athlete's brand. A doping scandal, even an unwitting one, poses a huge risk to an athlete's brand. Both theoretical and practical evidence confirms this threat, especially in terms of loss of public trust, which is very susceptible, particularly nowadays, to a rapid change of opinion about a given athlete. This also forces the athlete's financial partners to break off their cooperation with the athlete.

## **KEYWORDS**

Doping, Athlete brand, Brand image, Doping scandal