

## **The Abstract**

My bachelor's thesis deals with opinions of today's young people about the value and image of the Adidas brand.

The main aim of this work is to find out the perceiving of the Adidas brand by the sport practising pupils of basic schools. If the youth know the brand and how they are satisfied with its assortment.

I am handling the gaining of knowledge, information and defining concepts in the sphere of the marketing research of the brand's values and also the publicity in the theoretical part.

In the practical part I am collecting the necessary data and information in order to get specific and concrete results. In my thesis I am using a technique of written questioning.

**Keywords: brand, the brand image, publicity, Adidas, marketing research**