

## **ABSTRACT**

- Title:** Large sporting events' brand identification
- Objectives:** The main objective of this work is to identify the brand personality of Summer Olympic Games and FIFA World Cup by means of marketing research.
- Methods:** In connection with the primary data collection a method of written and electronic questioning was used. The brand personality identification of the above mentioned brands was performed based on the brand personality measurement method according to Geuens, Weijters and De Wulf (2009). For the obtained data interpretation their statistical analysis was performed.
- Results:** Based on the research results, the brand personality of Summer Olympic Games can be described by the dimensions Responsibility, Activity and Simplicity and by characteristics stable, responsible, active, dynamic and simple. The brand personality of FIFA World Cup can be described only by the dimension Activity and by characteristics active, dynamic and innovative.
- Keywords:** Sports brand, brand personality, brand personality measurement, brand image, brand identity, Summer Olympic Games, FIFA World Cup.