

Abstract

This bachelor's thesis named "Jaromir Jäger in advertisements in years 2010–2012" covers the use of a popular person in advertising that is so-called celebrity marketing.

This thesis explains the grounds of this industry and its efficiency in advertising; mainly in connection with ice-hockey player J.J.'s growing activities in such area.

In this thesis I am going to explain the meaning of celebrity marketing as a single and relatively new industry, reflect its history, and present but most of all its efficiency and alternative use.

All the findings from the first part of this paper will be applied on particular advertisements which JJ starred in.

Such campaigns will be evaluated based on the following criteria: efficiency too the brand as well as for the player himself. Furthermore, I will be looking for difference in particular campaigns throughout the years not only from efficiency point of view but also the quality compared to other ads of the era.

Finally, I will evaluate the current celebrity marketing in the CR and abroad and will try to predict possible development in the upcoming years.