

Abstract

Title: Proposal of pole dance communication campaign with the use of Guerilla marketing

Objectives: The main goal of this bachelor thesis is to design a communication strategy for sport's discipline of pole dance, which could in the future raise awareness about this sport and improve the overall perception.

Methods: In the work method of qualitative interview was used according to instructions consulted with the President CPASF (Czech Field and aerial sports federation z.s.) and also the method of document analysis.

Results: The bachelor thesis evaluated current condition of pole dance and consequently proposed marketing communication with use of Guerilla campaign.

Keywords: pole dance, marketing communication, guerilla marketing, flashmob