

Abstract

Title: Comparison of effectiveness of advertising expenses during broadcasts of main hockey events

Objectives: The main goal of this dissertation is to compare the amount of money invested into the commercial advertisement during sport broadcasts at the ČT sport channel with viewer ratings. The used metric is a coefficient computed as a ratio between the viewer rating of the particular broadcast and the corresponding advertisement cost, normalized using Cost per Thousand method. Another goal to find out how much TV viewers are able to associate a hockey event with the name of advertiser is by the questionnaire. The final goal is to evaluate the type of event which is the most convenient for the advertiser from the point of view of the advertising price, viewer ratings and memorizing the viewer.

Methods: Analysis of the secondary data provided by Czech Television and internet portal Mediaguru. Emphasis on utilization of internal secondary data for the evaluation of the efficiency of advertising investments into the chosen hockey events. Four chosen hockey broadcasts are Winter Olympic Games 2014 in Sochi 2014, World Championship 2015 in Czech republic, World Cup 2016 in Toronto and World Championship 2017 in Paris and Cologne. The effectiveness is evaluated by method Cost per Thousand which gives the ability to compare the individual events. Second used method after comparison is questioning. The personal questioning was used in this work where 143 respondents answered 6 questions.

Results: The most effective was the advertisement during World Championship in 2015 organised by the Czech republic, when the cheapest advertisement for the companies was final part of this event. To reach the thousand viewers cost the advertisers 49,24 Kč. The second most convenient was elimination part in the same tournament which cost only couple crowns more. As the worst investment appeared the Worl

Cup 2016, but not only in results of CPT but also in the public responding. According to the questionnaire the most people remembered companies Huawei and Clavin. Both of them had purchased advertising space on World Championship 2015 and 2017. Each of these companies chose a different strategy to get the audience. Huawei connected its product with celebrity and Clavin reached the high numbers of memorizing because of the frequency of repeating the advertisement.

Keywords: advertisement, hockey, hockey broadcast, rating, advertisement price, questionnaire, advertiser