

Bachelor thesis „Celebrity marketing – Petr Čech in Česká spořitelna’s campaign“ deals with a quite new term from the field of marketing communication, which is celebrity marketing. Celebrity marketing can be characterized as a communication (of companies) using faces of famous people – celebrities. This thesis tries to clarify the questions of this young field, to mediate the experiences of foreign specialists, to explain basic terms and to outline possible ways of using celebrities. Part of this thesis is, of course, the evaluation of the efficiency of ads with celebrities and comparison with ads without them. I am not oblivious to the possible pitfalls, which the marketers can actually face while executing celebrity marketing. I apply gained pieces of knowledge on one concrete chosen campaign. This is a campaign of the most prominent banking institution in the Czech Republic Česká spořitelna, which cooperates with one of the most famous Czech athletes – Czech football team goalkeeper Petr Čech. In this part I first introduce both of the protagonists and then I attend to the analysis of their multi-year cooperation. Finally I deal with the evaluation of current situation on the celebrity marketing’s field, with the level of using famous faces and possible future progress.