

Abstract

Title: Brand building of sport club

Objectives: The main objective of this Master's thesis is determine, how the Czech ice hockey clubs are focused on creation of the brand and how they use the potential of the brand. The next objective of this thesis is an analysis of a selected ice hockey club.

Methods: Interview, Case studies, Comparative method, SWOT analysis

Results: The current conditions in the Czech sports environment are not positive for the development of the brand. Sports clubs must overcome many obstructions and there are just few teams that could use its name and logo for a brand strategy without any modification. However, this is a challenge for the future, how to improve the overall perception of the sport in the Czech Republic.

Keywords: brand, brand awareness, brand image, benefits