

Abstract

The bachelor's thesis "Marketing Activities of Sport-Luxury Brands with a Focus on Analysis of Vist 2012/2013 Campaign" discusses the problems of marketing communication and the positions on the market of five selected sport-luxury brands with the concentration on the campaign Mestri di Sci of the brand Vist for the season 2012/2013. The term "sport-luxury brand" is delimited in the first half of the thesis and the sample of five ski brands (Bogner, Descente, Sportalm, Vist and Kjus) is chosen on its basis. These brands will at first undergo the analysis of the positioning within segments of luxury, sport, lifestyle and then they will undergo the description and mutual comparison of the applied marketing activities. The other half of the thesis is concerned with the campaign Maestri di Sci of the brand Vist. The visual aspect of the project will undergo an elaborate analysis founded on a semiotic analysis. Subsequently, the previous campaigns of the brand Vist are introduced as well as a visual characteristic of the rival ski brands, and at the same time both these realms will submit a comparison with the campaign Maestri di Sci.