

## **ABSTRAKT**

**Title:** Identification of brand personality of international sports event Ice Hockey World Championship

**Objectives:** To identify with the aid of method for measuring brand personality the attributes apposite for brand Ice Hockey World Championship across the Prague population.

**Methods:** After the literature regarding to brand personality has been perused the standardized method for measuring brand personality according to Geuens, Weijters, De Wulf (2009) has been chosen. Subsequently the method has been modified according to recommendations of Jana Petráčková (2012). These recommendations improve the measurement of the brands of international sports events.

**Results:** The brand Ice Hockey World Championship is the most given a true picture of dimensions such as responsibility, activeness and emotionality. This international sport event stands mostly characterized as stable, active and trustworthy. On the other hand the least characteristic dimensions were tenaciousness and distinctiveness while the least typical attribute was brave.

**Keywords:** brand personality, marketing research, international sports events, Ice Hockey World Championship