

Abstract

The bachelor thesis entitled “Comparison of Brand Building of Lev Praha and Slovan Bratislava in 2012–2014” describes and compares two hockey brands which participated in the Kontinental Hockey League within delineated period of time. The aim of the thesis is a comparison of two sports brands based on theoretical and practical findings. Furthermore, I would like to highlight both similar and different aspects of the aforementioned brands. In the theoretical part, the thesis presents basics of marketing and its tools, sport marketing and brand building. In addition, the profile of the Kontinental Hockey League is included due to participation of both clubs and also in order to clarify the broader context with the impact on brands. The practical part commences with an analysis of Lev Praha and then continues with Slovan Bratislava. Internal club resources, news portals and online sources were used so as to analyse these brands. The thesis describes in detail their history and identity, as well as their target groups and brand elements. Moreover, I also analyse the brand building process including information about the market and main competitors, the current state of brand and CSR activities. Lastly, the thesis focuses on marketing activities, especially on communication with fans, media, sponsors and public. In conclusion, I compare both brands based on my findings.