

Abstract

Title: Image and awareness of brand Snowbear in Hradec Králové

Summary: The main purpose of this thesis is to identify image and brand awareness of Snowbear in Hradec Kralove. Research brand provides services in the field of winter outdoor activities. It also run a shop specialized in sporting equipment, rental, repair plus ski and snowboard school.

Methods: Marketing research has been done by written inquiries and information needed to create a brand profile was obtained through a personal interview with the owner of the Snowbear. The concept of a questionnaire created for the analysis of Snowbear brand was inspired by brand identity system according to David Aaker. For this thesis will also be applied standardized method of brand personality by authors Geuense, Weijterse and de Wulf (2009).

Results: The research showed that the brand is well known among sport active population in Hradec Králové. Respondents have experienced the brand and think about them, they are good quality, affordable, price matches the quality and are offered in a friendly environment. Snowbear is the most associated with the ski and snowboard school as well as weekend courses for children. Based on the analysis of individual personality characteristics of the brand, Snowbear is considered as an active, responsible, practical, dynamic brand. It is regarded neither as an aggressive nor a ordinary brand.

Keywords: brand, awareness of brand, brand image, marketing research, Snowbear