

## **Abstract**

**Title:** The participation of professional athletes in TV advertisement in the Czech Republic

**Objectives:** The main objective of this bachelor thesis is to explore the perception and opinions of a selected group of consumers on the participation of the current as well as former professional athletes in TV advertisement. This research has been conducted by using qualitative methods of marketing research.

**Methods:** This bachelor thesis is using three interdependent qualitative methods. The first of these methods is an in-depth interview based on a narrative followed by a group discussion. This form of research included a sample of 7 respondents who were members of the Y generation. The last method was an in-depth interview based on open-ended questions conducted with athletes who have already participated in TV advertisement.

**Results:** The outcome of this research suggests that generation Y respondents positively accept participation of professional athletes in TV advertisement. These respondents appreciate the mutual connection between professional athletes and advertised products, robust marketing campaign as well as solid presentation of the professional athlete in front of TV cameras.

**Keywords:** marketing communication, advertisement, communication media, sports celebrity